

The Inland Printer



*The Leading Business
& Technical Journal
of the World in the
Printing & Allied
Industries*

JUNE 1924

VOL. 73. NO 3

Buy Results— Not Just Paper

THE use of *quality papers* for direct-by-mail advertising will help your customers obtain results. Plan a job with the idea that each piece must stand on its own feet; that it is better to convince one thousand than to leave ten thousand cold. *Quality Printing on quality paper* does get the message "across."

You will find in our stocks a paper with the right kind of expressiveness and character to clothe the message. The use of proper paper will increase the effectiveness of the printed job and bring results.

Our Service Department is ready to submit samples, blank dummies, special envelopes, helpful suggestions, etc.

We are distributors of the leading and well known lines of paper manufactured by

Dill & Collins Company

Strathmore Paper Company

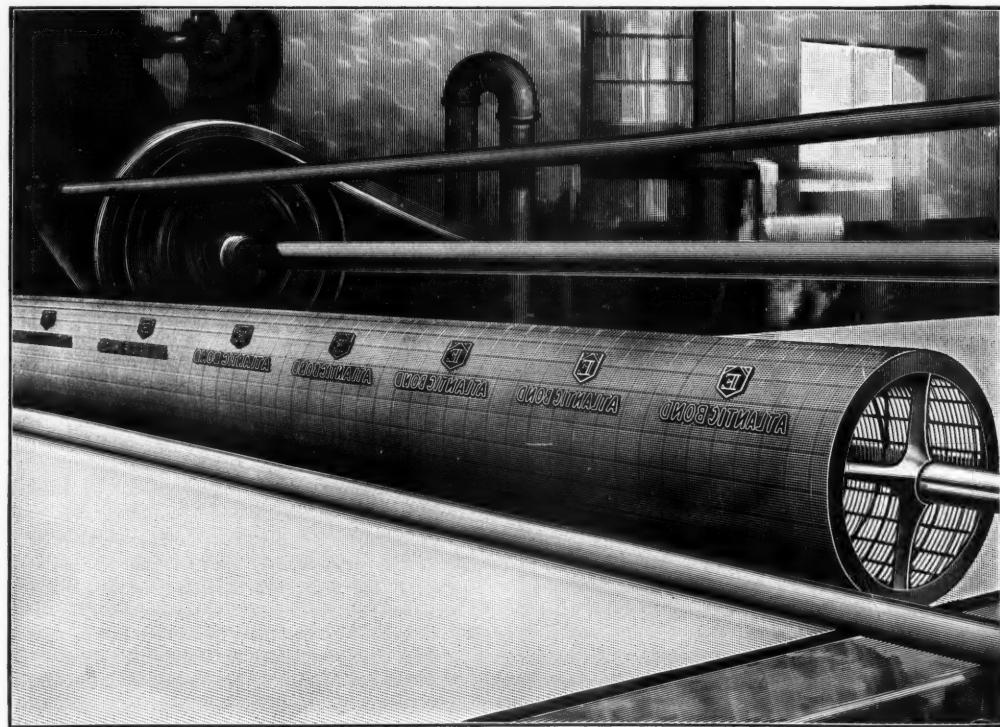
S. D. Warren Company

and other good papers.

THE PAPER MILLS' COMPANY

Paper Merchants :: Envelope Manufacturers

517-525 South Wells Street, Chicago



Atlantic Bond is an *economical* paper, not only because of its low price, but also because of its low *cost* in the pressroom. On its smooth, tub-sized surface you can print from type or plates, including fine screen halftones when necessary, almost as easily and effectively as on coated book papers. The watermark *helps* instead of hindering, because it is a genuine watermark, made with a dandy-roll, and will not show through, as surface marks do, where designs or illustrations are printed over it.



EASTERN MANUFACTURING COMPANY
501 FIFTH AVENUE • NEW YORK



**"That Knife
Stays Sharp
Longer"**



Why?

Because it has "Old Fashioned" Quality—not so shiny and pretty but tempered the old fashioned way. One Trial Will Show You.

The L. & J. White Company

33 Columbia Street

Buffalo, N. Y.

Why Burn Up Money?

RENOVATE your press rags with a Marlow Electric Washing Machine and Extractor. Any printer may buy a Marlow on monthly payments equal to the cash saving in rags. The Marlow both washes and dries the rags, softens them and removes the lint in a few minutes each day. The machine quickly pays for itself by the actual cash saving effected.

For details write to
MARLOW MANUFACTURING CO.
2152 Superior Avenue :: Cleveland, Ohio

The INLAND PRINTER

Vol. 73, No. 3

HARRY HILLMAN, Editor

June, 1924

Published Monthly by
THE INLAND PRINTER COMPANY

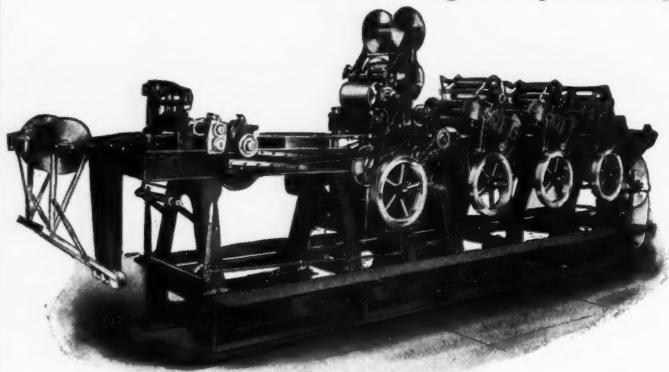
632 Sherman Street, Chicago, U. S. A.
New York Advertising Office, 41 Park Row

TERMS—United States, \$4 a year in advance; single copies, 40c.
Canada, \$4.50; single copy, 45c. Foreign, \$5 a year; single copy, 50c.

Entered as second-class matter, June 25, 1885, at the postoffice at
Chicago, Illinois, under act of March 3, 1879.



FASTEAST FLAT-BED PRESS ON THE MARKET—7,500 Impressions per Hour
Once through the press completes the job



This illustrates press assembled to print three colors on the face and one on the back of the stock with slitters, punch head and rewind.

The New Era is a roll feed, flat bed and platen press, built in sections. Assembled as desired to print one or more colors on one or both sides of the paper, cloth or cardboard; also slit, punch, perforate, number, cut and score, re-inforce and eyelet tags, and a number of other special operations, all in one passage through the press.

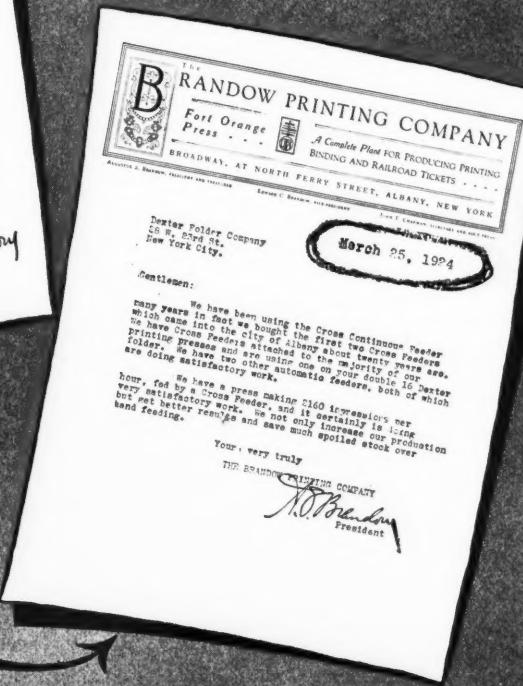
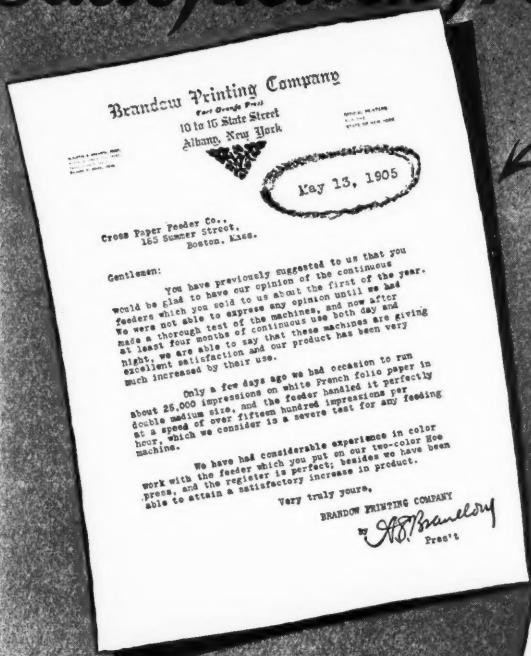
Delivers the product slit, cut into sheets or rewound, counted and separated into batches as desired.

Most economical machine for specialty work requiring good color distribution and accurate registry.

Send us samples and particulars of your requirements and let us show you what we can do therewith. Ask for literature.

The New Era Manufacturing Company
Straight and Cedar Streets, Paterson, N. J.

Satisfaction from the Start



and Equally
Well Satisfied
To-day

Your AUTOMATIC FEEDER experience
can and will be the same if you
install DEXTER or CROSS
AUTOMATIC FEEDERS

DEXTER FOLDER COMPANY, 28 West 23rd Street, New York City
Sole Selling Agents for CROSS AUTOMATIC FEEDERS

CHICAGO

PHILADELPHIA

BOSTON

CLEVELAND

ST. LOUIS

E. G. MYERS, Dallas, Texas DODSON PRINTERS' SUPPLY CO., Atlanta, Ga. H. W. BRINTNALL CO., Los Angeles and San Francisco

FEEDERS

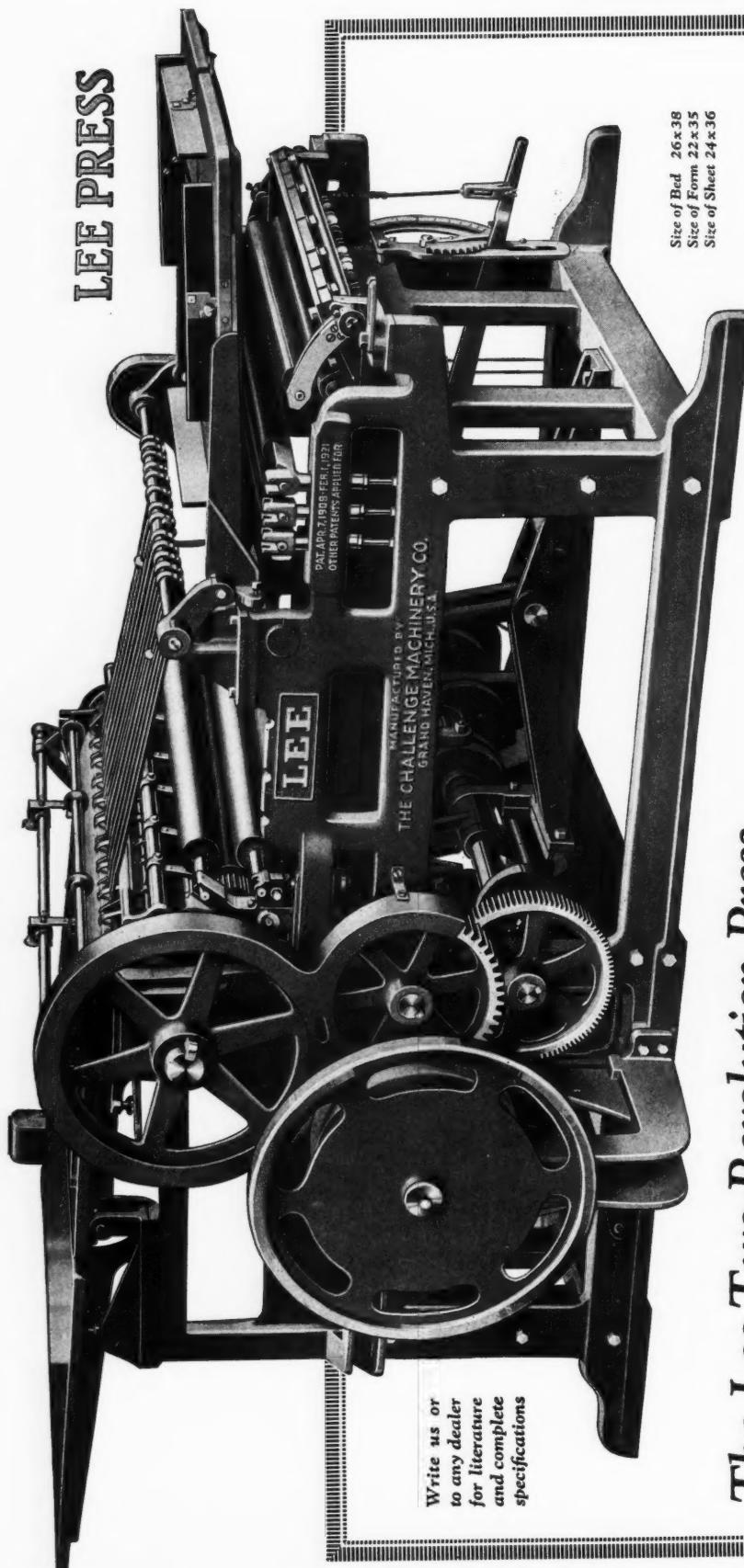
FOLDERS

CUTTERS

STITCHER-FEEDERS

BUNDLING PRESSES

LEE PRESS



Write us or
to any dealer
for literature
and complete
specifications

Size of Bed 26 x 38
Size of Form 22 x 35
Size of Sheet 24 x 36

The Lee Two-Revolution Press

runs with a smooth, quiet, easy movement, free from jar and rumble, has fine distribution, registers perfectly at all speeds, and handles all grades of work from a small circular to fine color work. As a profit-producer it has proven its ability to deliver a superior product at a figure that is surprisingly low. This, combined with its moderate first cost and small expense of maintenance, makes the Lee Two-Revolution Press the best possible pressroom investment that a printer can make.

Write to us or any Dealer
for particulars and prices

The Challenge Machinery Co., Grand Haven, Mich.

Chicago, 124 S. Wells St.
New York, 220 W. 19th St.

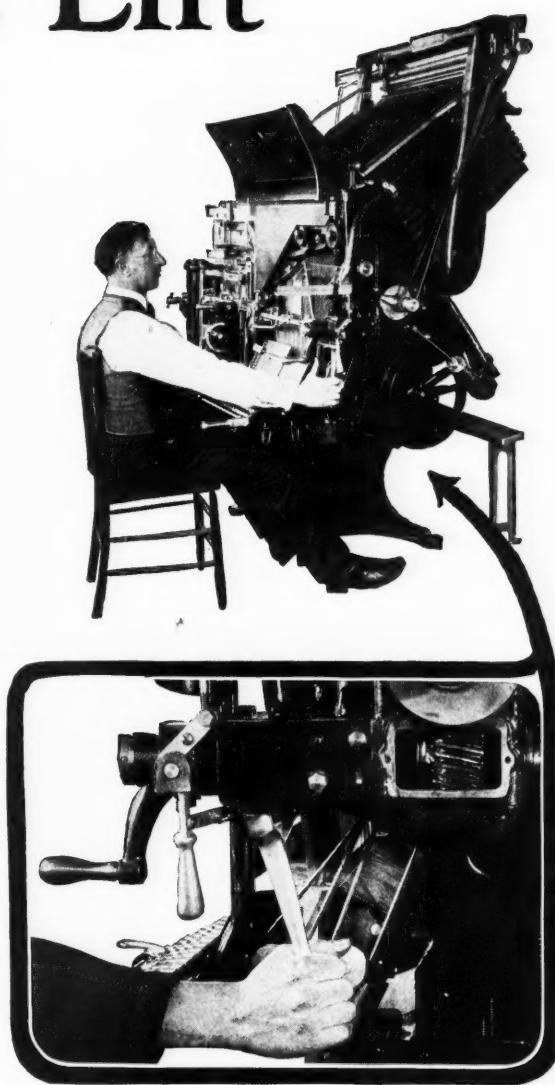
A Power Magazine Lift

In building a Linograph both the operator and the owner receive first consideration. Among the many practical and profitable features of the New All Purpose Linograph is the Power Magazine Lift.

The Power Magazine Lift is simple, positive and efficient. Pulling the lever as shown in the illustration operates an expansion clutch. This engages the intermediate drive shaft with the simple elevating mechanism and your magazines are raised.

The Power Magazine Lift conserves the energy of the operator. It enables him to work with the same zest and speed at the end of the day as in the beginning, insuring a considerable increase in your production—and your profits.

This is just one of the new *All Purpose* Model 12 Linograph's practical and profitable features.

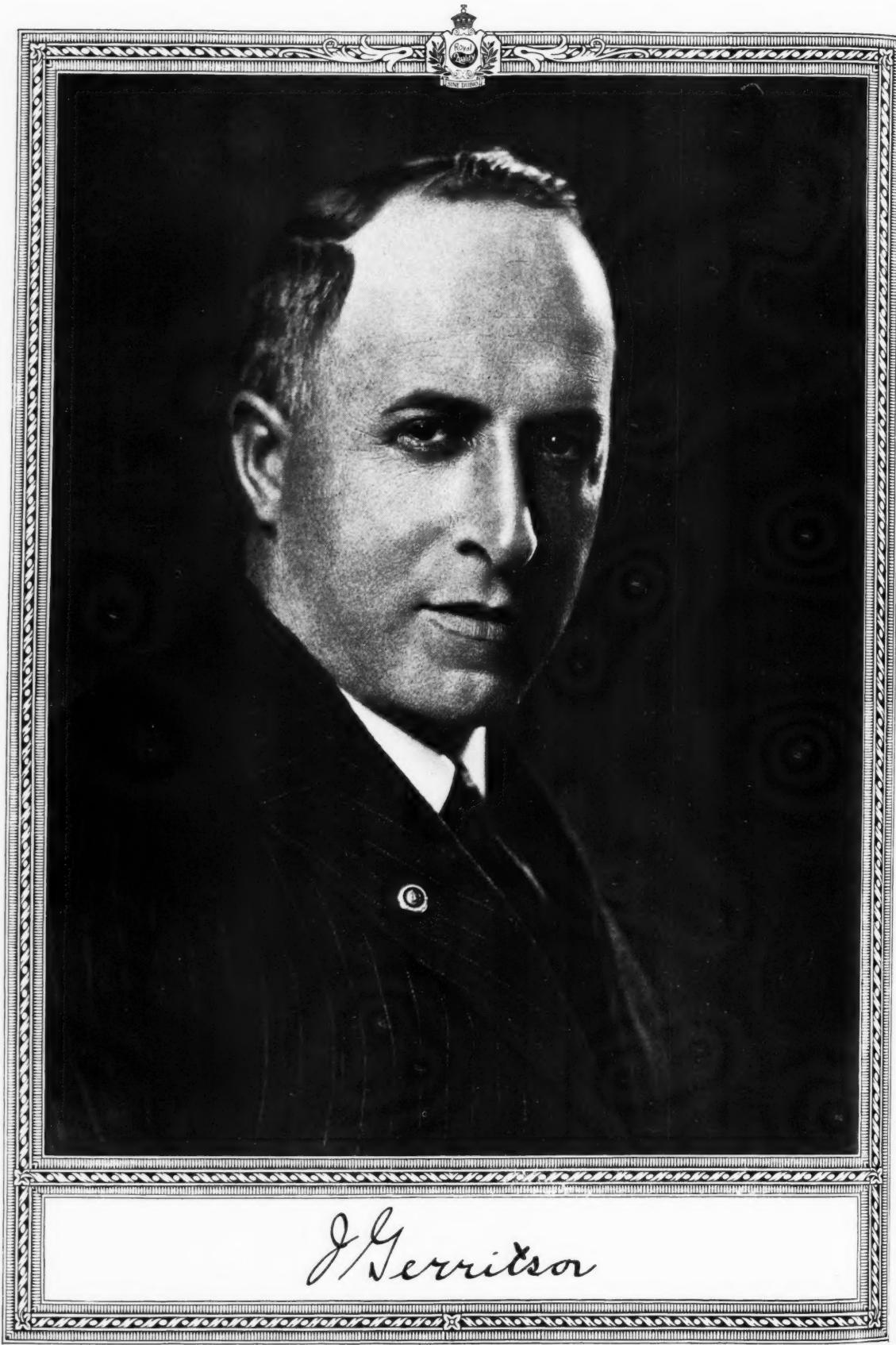


Further Information on Request

The Linograph Company

Davenport, Iowa, U.S.A.

NEW YORK OFFICE: PARK ROW BUILDING, NEW YORK CITY





Interviews With Royal Customers

Nothing but the best for "Bear Brand"

Its millions of colored labels are printed from Royal Elec- totypes—and for *good* reasons—Ask Mr. Gerritson

THE BEAR BRAND HOSIERY COMPANY of Chicago, Illinois, with several mill units at various Wisconsin and Illinois points, has a most exacting problem in printing its millions of colored labels. Arranging the countless combinations of names, colors and sizes would make anyone but a shark for detail dizzy.

Mr. J. Gerritson has charge of all this production of complicated printing, and it is significant that as a shrewd executive he long ago decided to delegate the making of duplicate label-plates to Royal.

From Royal he expects *and gets* absolute accuracy—gets it constantly and without fail, for Royal understands his requirements as a result of having done this work for nearly a dozen years.

Mr. Gerritson, when interviewed, expressed himself as follows:

"We are more than pleased with the results obtained from the Royal Electrotypes. As you know, we have dealt with the Royal Electrotype Company for a long period of years. Our definite reason for doing business with Royal is because of the quality and service we receive. The advantage of doing business with the Royal Electrotype Company is the satisfaction that the plates will be right when received."

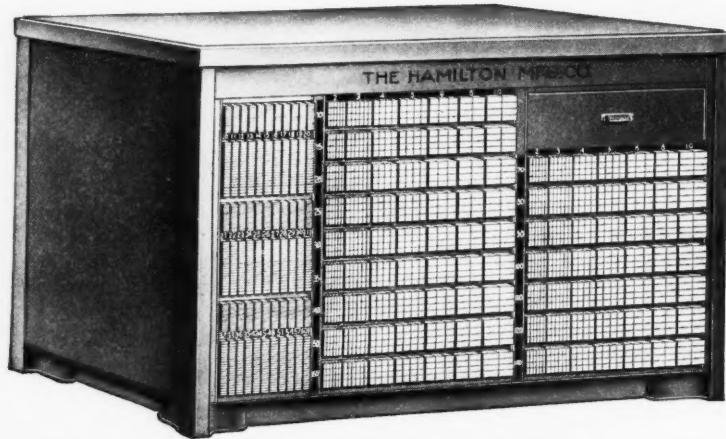
BEAR BRAND HOSIERY'S experience of finding Royal's *skill* worth going hundreds of miles to get may suggest that you are allowing a little matter of distance to stand between you and printing plates that are receiving national recognition.

Royal Electrotype Company 624 Sansom Street, Philadelphia

Member International Association of Electrotypers

Hamilton Imposing Tables

are made assembled from standardized units, the details of which have been carefully developed with the one thought of providing maximum service to a critical clientele. The feature of interchangeability has been perfected to a marked degree, thus permitting the manufacture of these units in large quantities and with resultant minimum costs.



No. 14000-A (Steel)

No. 4000-A (Wood)

Illustration hereon is of one side of No. 14000-A. Reverse side is devoted entirely to storage of job galleys, accommodating 138 Hamilton galleys (8 $\frac{3}{4}$ x 13) on runs, with all galley openings numbered. This design probably offers more really desirable working and storage facilities for the modern job office than any other yet produced.

Above description is of the steel table. The wood table of the same design (No. 4000-A) has identical equipment, but requires a 39 x 63 inch iron surface, or a marble surface 36 x 60 inches and accommodates only 132 steel galleys size 8 $\frac{3}{4}$ x 13 inches.

DETAILS

Illustration shows one side with the following arrangement:
Reglet Unit holding all sizes, 6 and 12 point, standard lengths, 10 to 60 picas.
Furniture Units holding all standard sizes of wood furniture 10 to 140 ems long.
One large drawer for quoins, mallet, planer, etc.
Height to top of working surface, 38 $\frac{1}{4}$ inches.
Takes iron top, size, 39 x 65 ins.; marble top, 36 x 62 ins.



Manufactured by

The Hamilton Manufacturing Company

TWO RIVERS, WISCONSIN
Eastern House, RAHWAY, N. J.

Hamilton Goods Are For Sale by all Prominent Type Founders and Dealers Everywhere

The constant and continued performance records of
 WESTVACO *Mill Brand Papers* on so many diversified
 classes of presswork warrant your making the papers
 shown in the *Reference Book* a standard for comparison



The Westvaco Mill Brand Papers sold through The Mill Price List

Velvo-Enamel	Pinnacle Extra Strong Embossing Enamel <i>White India Tint</i>	Westvaco M. F.	Minerco Bond <i>White Pink Blue Canary Goldenrod</i>
Marquette Enamel		Westvaco Eggshell	Origa Writing <i>White Canary</i>
Sterling Enamel	Westvaco Ideal Litho. <i>Coated One Side</i>	Westvaco Text <i>White Gray India Tint Brown Blue Goldenrod</i>	Westvaco Index Bristol <i>White Buff Blue Salmon</i>
Westmont Enamel <i>India Tint</i>	Westvaco Super	Westvaco Cover <i>White Gray India Tint Brown Blue Goldenrod</i>	Westvaco Post Card <i>Cream</i>

WEST VIRGINIA PULP & PAPER COMPANY • New York and Chicago



A COMPOSITE VIEW OF THE PULP AND PAPER MILLS OF WEST VIRGINIA PULP & PAPER CO.

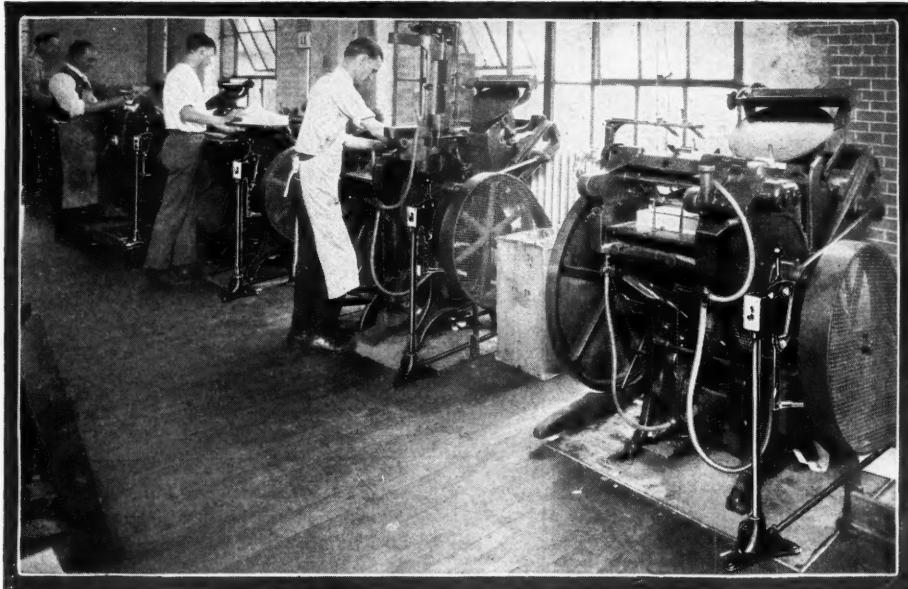
The MILL PRICE LIST

*Distributors of Westvaco Mill Brand Papers
Manufactured by West Virginia Pulp & Paper Co.*



Atlanta	The Chatfield & Woods Co.	Nashville	Graham Paper Co.
Augusta, Me. . .	The Arnold-Roberts Co.	New Haven	The Arnold-Roberts Co.
Baltimore	Bradley-Reese Co.	New Orleans	Graham Paper Co.
Birmingham	Graham Paper Co.	New York	West Virginia Pulp & Paper Co.
Boston	The Arnold-Roberts Co.	Omaha	Carpenter Paper Co.
Buffalo	The Union Paper & Twine Co.	Philadelphia	Lindsay Bros., Inc.
Chicago	West Virginia Pulp & Paper Co.	Pittsburgh	The Chatfield & Woods Co.
Cincinnati	The Chatfield & Woods Co.	Portland	Blake, McFall Co.
Cleveland	The Union Paper & Twine Co.	Providence	The Arnold-Roberts Co.
Dallas	Graham Paper Co.	Richmond	Richmond Paper Co., Inc.
Des Moines	Carpenter Paper Co.	Rochester	The Union Paper & Twine Co.
Detroit	The Union Paper & Twine Co.	St. Louis	Graham Paper Co.
El Paso	Graham Paper Co.	St. Paul	Graham Paper Co.
Houston	Graham Paper Co.	San Francisco	Blake, Moffitt & Towne
Kansas City	Graham Paper Co.	Seattle	American Paper Co.
Los Angeles	Blake, Moffitt & Towne	Tacoma	Tacoma Paper & Stationery Co.
Milwaukee	The E. A. Bouer Co.	Washington, D.C.	R.P. Andrews Paper Co.
Minneapolis	Graham Paper Co.	York, Pa.	R.P. Andrews Paper Co.

Printers prefer Press-O-matic Control



Send us six Press-O-matic Controls writes a printer who tried one

and then he equipped every job press in his plant with this convenient control.

"The Press-O-matic Control stand is a mighty convenient thing" writes another printer after giving it a thorough trial.

Order after order for this equipment further attests the satisfaction it is giving to users.

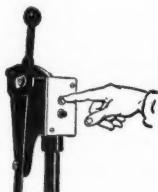
The Press-O-matic Unit should please users because the experience of eighteen years in building motors and control equipment for printers is built into it.

The motor is the same motor which has pleased printers since 1905, yet so greatly



improved that it is hard to distinguish any relationship between the crude pioneer of 1905 and the refined, durable, and efficient Kimble LK motor of today.

The four to one speed range which has made Kimble motors popular with printers from coast to coast is retained in the improved model.



The calibrated dial of the Press-O-matic Stand makes it easy to select any speed within this wide range and get maximum production on every job.

The Push-button switch, incorporated in the Press-O-matic stand starts and stops the press. Thus when the right operating speed is once selected, a touch of the button regains it after stopping.

Get This Booklet

KIMBLE ELECTRIC CO.
2408 W. Erie Street, Chicago, Ill.

We want to know about the Kimble Press-O-matic Job Press Control. Also tell us how we can get bigger production with lower costs in our job press department.

Name

Address



FOR SALE BY PRINTERS' SUPPLY HOUSES EVERYWHERE



KIMBLE ELECTRIC COMPANY
2408 West Erie Street

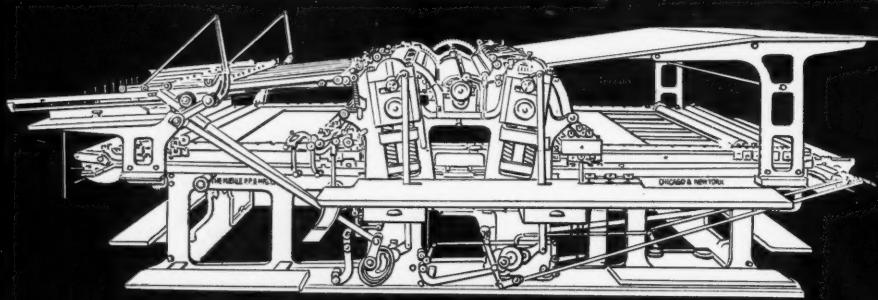
Chicago, Illinois



MANUFACTURERS OF VARIABLE SPEED MOTORS FOR PRINTERS SINCE 1905

Please Mention THE INLAND PRINTER When Writing to Advertisers.

The Miehle



The Miehle Two Color Press

A Business Builder

THE Miehle Two-Color Press is not merely a saver of labor and material, it is a business builder as well.

Indeed, it has been our general experience that the purchase of one two-color press has been promptly followed by the purchase of more.

The printer who operates the Miehle Two-Color Press is the natural recipient of a large amount of business which these presses do so well and so economically that it is out of the question to place it elsewhere.

MIEHLE PRINTING PRESS & MFG. CO.

Principal Office: Fourteenth and Robey Streets, Chicago

Sales Offices in the United States

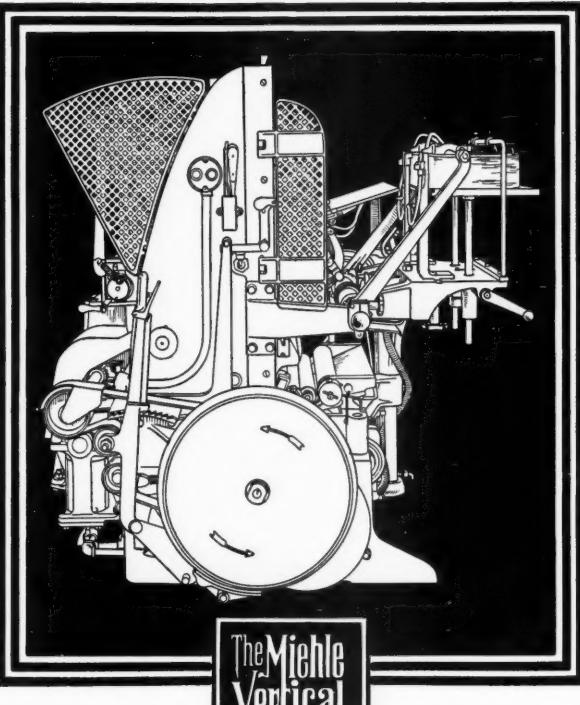
CHICAGO, ILL., 1218 Monadnock Block
NEW YORK, N. Y., 2640 Woolworth Bldg.
ATLANTA, GA., Dodson Printers Supply Co.

PHILADELPHIA, PA., 1015 Chestnut Street
DALLAS, TEX., 611 Drury Bldg.

BOSTON, MASS., 176 Federal St.
SAN FRANCISCO, CAL., 693 Mission St.

DISTRIBUTORS FOR CANADA: Toronto Type Foundry Co., Ltd., Toronto, Can.

YOU NEVER HEARD OF A MIEHLE BEING SCRAPPED



The Miehle
Vertical

A Penny Saved Is a Penny Earned

THE Miehle Vertical prints any sheet between postcard size and 12 1-2 x 19.

It takes no more room than any other job press, even those of less capacity and printing a smaller sheet.

One of them will do the work of at least two other job presses. And it will do *all* kinds of work with greater ease and better results.

With Verticals, you can cut your job pressroom in half, and both save and make money. The printer who is without them is limited both in opportunity and profit. It costs nothing to investigate.

YOU NEVER HEARD OF A MIEHLE BEING SCRAPPED

MIEHLE PRINTING PRESS & MFG. CO.

Principal Office: Fourteenth & Robey Streets, Chicago

Sales Offices in the United States

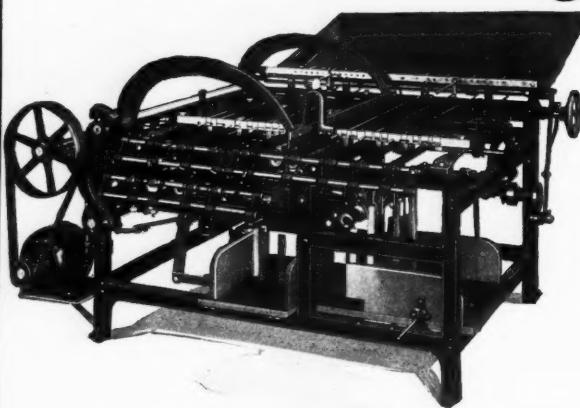
CHICAGO, ILL., 1218 Monadnock Block
NEW YORK, N. Y., 2610 Woolworth Bldg.
PHILADELPHIA, PA., 1015 Chestnut Street

BOSTON, MASS., 176 Federal Street
DALLAS, TEX., 312 Central Bank Bldg.
SAN FRANCISCO, CAL., 693 Mission Street

ATLANTA, GA., Dodson Printers Supply Company

Distributors for Canada: Toronto Type Foundry Co., Ltd., Toronto, Canada

The New Mentges No. 11 Book and Job Folder



Here is the Ideal Folding Equipment for the Medium Size Plant

It will make all the standard folds used today. It will fold sheets from 12" x 18" up to 25" x 38". Four right angle folds and also equipped with parallel to first or second right angle, if desired. This machine is accurate—not a mere assertion with mental reservations, but a claim we can back with a free trial in your plant.

The Model No. 11 is fully up to the fine standard of design and construction main-

tained for all Mentges products. It embodies many refinements and improvements which are the result of twenty-five years of building satisfactory folding machines. Accurate, durable, inexpensive and efficient. **And the price? Only \$1080.00, plus \$175.00 for either parallel attachment.**

Can You Afford Not to Investigate?

MENTGES FOLDER COMPANY, Sidney, Ohio
 "BUILDERS OF PROFITABLE FOLDING MACHINERY"



J. HORACE McFARLAND COMPANY
 MOUNT PLEASANT PRESS
 HARRISBURG, PENNSYLVANIA

August 15, 1921.

Carmichael Blanket Co.,
 Atlanta, Georgia

Gentlemen:

For more than a year we have had in use on all of our cylinder presses on which it was practicable to use them the Carmichael Relief Blankets, and we are very happy to say that we find that they have been a distinct help to us in our work. Undoubtedly they save considerable make-ready time on the presses, and the certainty of the saving of many a plate which would have occurred if the original hard packing had been in use.

The only possible objection to the blanket which we can see is that it takes up so much room on the cylinder that where chalk overlays are used it is very difficult to deep engrave. This objection is not serious enough, however, to warrant our not using the blankets, and we will continue to use them, as we feel certain they are a distinct help and advantage in our pressroom.

J. HORACE McFARLAND COMPANY
 Robert H. McFarland

RHM/MF

© 1921 MCMARLAND COMPANY. FOR A COMPLETE DESCRIPTION OF THESE EXCLUSIVES SEE THE CARMICHAEL RELIEF BLANKET COMPANY CATALOGUE. MOUNT PLEASANT PRESS, HARRISBURG, PENNSYLVANIA. THIS IS A TRADE MARK. THE CARMICHAEL RELIEF BLANKET COMPANY IS THE EXCLUSIVE OWNER AND LICENSEE FOR THE UNITED STATES AND CANADA.

CARMICHAEL RELIEF BLANKETS

(Patented)

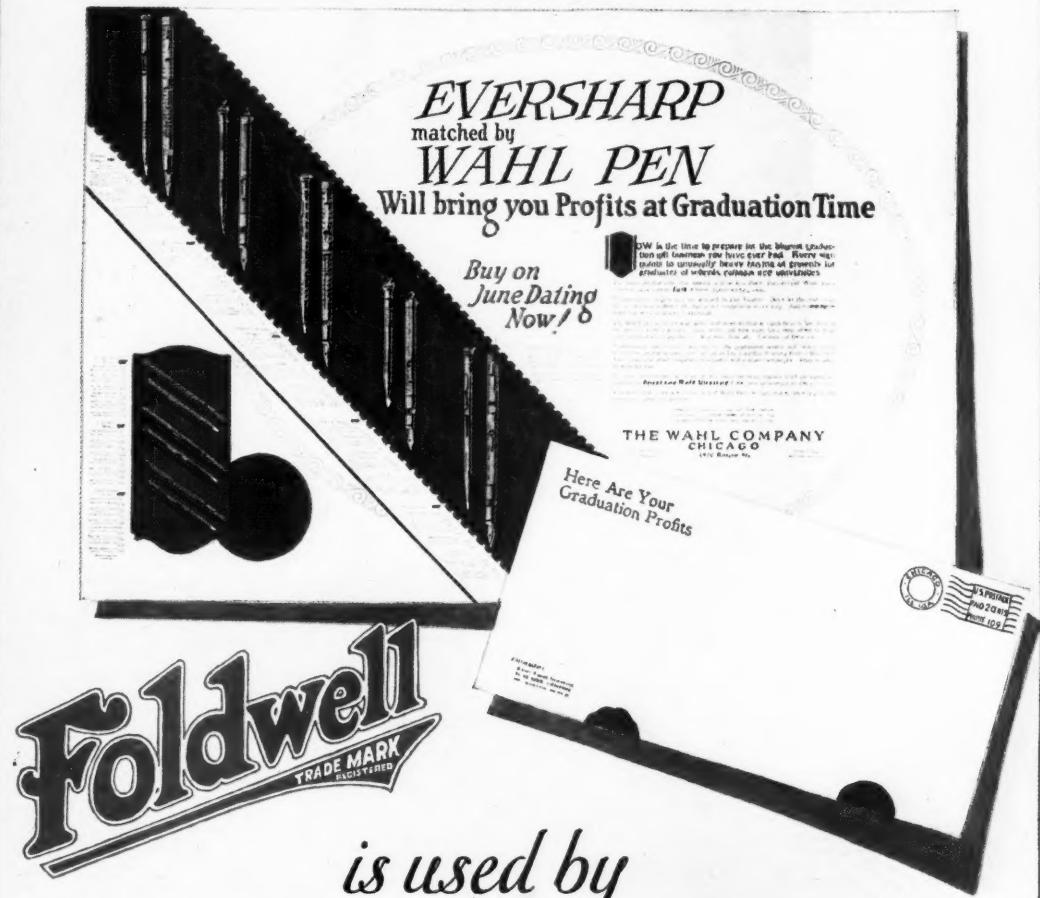
**Cylinder Presses
 Platen Presses
 Rotary Presses**

or any other presses carrying hard packing can be made ready in less time, and a decided decrease in wear on forms is effected when CARMICHAEL RELIEF BLANKETS are used.

Write for booklet and price list.

CARMICHAEL BLANKET COMPANY
 ATLANTA, GEORGIA

Pacific Coast Sales Office:
 711-713 Mills Bldg., San Francisco, Cal.



The Wahl Company piece illustrated above is a full sheet broadside—25 x 38—with four folds. The diagonal strip is a solid color; the pen and pencil inserts are fine half-tones. A beautifully coated surface was needed to reproduce the striking illustrations prepared for this job—while extraordinary strength and folding quality were vital to the successful mailing of a broadside so huge. To remove all fear for the outcome of this piece it was printed on Foldwell Coated Paper; for The Wahl Company, like hundreds of other national advertisers of broad experience, knows that it can depend upon Foldwell for unusual results.

CHICAGO PAPER COMPANY • Manufacturers
801 South Wells Street • Chicago
NATIONALLY DISTRIBUTED

Facts: The method of making Foldwell produces LONG, pliable fibres instead of the usual short fibre. Long fibres resist breaking by BENDING at a fold.



Nationally Distributed

By the Country's Leading Paper Merchants

BALTIMORE, MD.

The B. F. Bond Paper Co.

Hanover and Lombard Sts.

BOSTON, MASS.

John Carter & Company, Inc.

697 Atlantic Avenue

BUFFALO, N. Y.

The Alling & Cory Company

CALGARY, ALTA., CAN.

John Martin Paper Co., Ltd.

CHICAGO, ILL.

Chicago Paper Company

801 S. Wells St.

CINCINNATI, OHIO

The Cincinnati Cordage & Paper Co.

CLEVELAND, OHIO

The Petrequin Paper Co.

1225 W. Third St.

DALLAS, TEXAS

Olmstead-Kirk Company

DAYTON, OHIO

The Cincinnati Cordage & Paper Co.

DES MOINES, IOWA

Carpenter Paper Company of Iowa

108 Seventh St. Viaduct

DETROIT, MICH.

Chope-Stevens Paper Co.

1915-1935 Fort Street, West

EDMONTON, ALTA., CAN.

John Martin Paper Co., Ltd.

EL PASO, TEXAS

E. C. Palmer & Co., Ltd.

HOUSTON, TEXAS

E. C. Palmer & Co., Ltd.

INDIANAPOLIS, IND.

Century Paper Co.

801 Kentucky Ave.

KANSAS CITY, MO.

Kansas City Paper House

Seventh and May Sts.

LINCOLN, NEB.

Lincoln Paper Company

Cor. 14th & P Sts.

LOS ANGELES, CALIF.

Blake, Moffitt & Towne

248 So. Los Angeles St.

LOUISVILLE, KY.

Louisville Paper Co.

Thirteenth & Maple

MILWAUKEE, WIS.

Allman-Chriemann Paper Co.

181 Michigan St.

MINNEAPOLIS, MINN.

The John Lees Paper Co.

301 South Fifth St.

MONTREAL, P. Q., CAN.

McFarlane, Son & Hodson, Ltd.

NEWARK, N. J.

Lasher & Lathrop, Inc.

50 East Peddie St.

NEW ORLEANS, LA.

E. C. Palmer & Co., Ltd.

488 Camp St.

NEW YORK, N. Y.

The Alling & Cory Co.

315 W. 37th St.

Lasher & Lathrop, Inc.

29 Lafayette St.

Whitehead & Alliger Co.

11 Third St.

OKLAHOMA CITY, OKLA.

Kansas City Paper House

27 E. Grand Avenue

OMAHA, NEB.

Carpenter Paper Co.

9th and Harvey Sts.

PHILADELPHIA, PA.

A. Hartung & Company

506-512 Race Street

PHOENIX, ARIZ.

Blake, Moffitt & Towne

PITTSBURGH, PA.

The Alling & Cory Company

P. O. Box 914

PORTLAND, ORE.

Blake, McFall Company

East 3rd at Ankeny

PROVIDENCE, R. I.

John Carter & Company, Inc.

28 Fountain St.

RICHMOND, VA.

D. L. Ward Co.

ROCHESTER, N. Y.

The Alling & Cory Company

P. O. Box 995

ST. LOUIS, MO.

Acme Paper Co.

118 South 6th St.

ST. PAUL, MINN.

Nassau Paper Company

SALT LAKE CITY, UTAH

Carpenter Paper Co.

148 State Street

SAN DIEGO, CALIF.

Blake, Moffitt & Towne

SAN FRANCISCO, CALIF.

Blake, Moffitt & Towne

41 First St.

SEATTLE, WASH.

American Paper Co.

SPOKANE, WASH.

Spokane Paper & Stationery Co.

TACOMA, WASH.

Tacoma Paper & Stationery Co.

1735-1739 Jefferson Ave.

TOLEDO, OHIO

The Commerce Paper Co.

40 St. Clair St.

WASHINGTON, D. C.

Stanford Paper Company

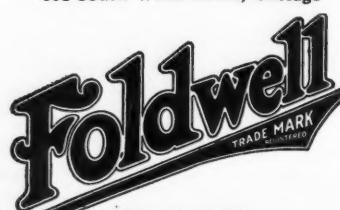
1215 1/2 C St., N. W.

WINNIPEG, MAN., CAN.

John Martin Paper Co., Ltd.

815 William Ave.

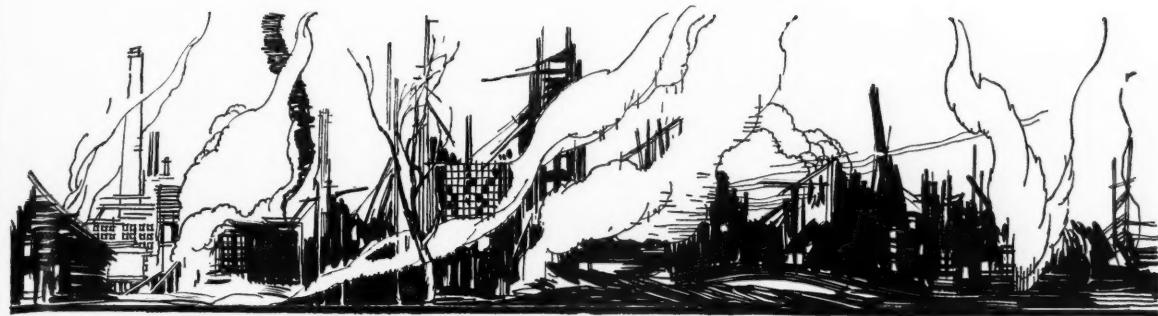
CHICAGO PAPER COMPANY, Manufacturers
801 South Wells Street, Chicago



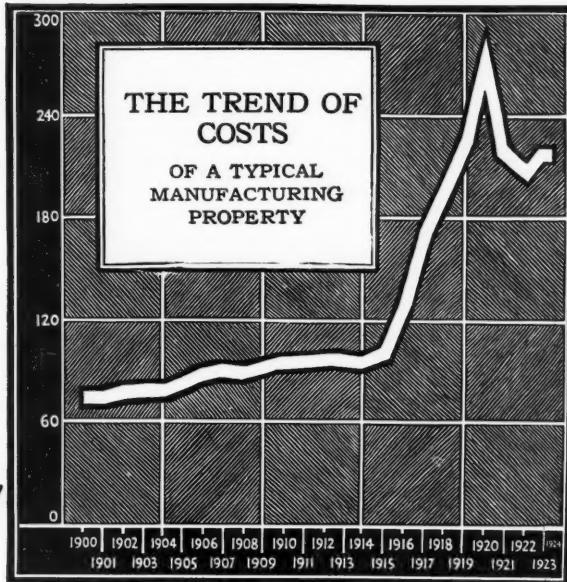
Folding Coated Book

Folding Coated Cover

Folding Coated Writing



Fire and 1924



How much insurance could you collect this year?

The insurance company contracts to pay to the insured for property destroyed by fire "the actual cash value" *at the time of the fire*.

It is the duty of the insured to offer acceptable proof of just what property was destroyed and its actual cash value at the time of the fire.

Not more than one business out of three could do this today.

The other two either have never had a competent appraisal of their property for insurance purposes—or, if they have had an appraisal, it is not up-to-date.

It may have been valid in 1922, but it is not up-to-date for 1924.

Every business using continuous American Appraisal service does have its values up-to-date.

If it has a fire today, it can prove tomorrow the actual cash value of the destroyed property at the time of the fire.

It can do it even if its own records are completely destroyed.

For a detailed explanation of the necessity for provable current values in connection with fire insurance, of the inadequacy of "book values," of the dangers of estimated values, and of the economy effected by continuous American Appraisal service, send for our monograph P-6 "When Insurance Insures and When It Doesn't."

THE AMERICAN APPRAISAL COMPANY • MILWAUKEE

Atlanta, Baltimore, Boston, Buffalo, Chicago, Cincinnati, Cleveland, Detroit, Indianapolis, Los Angeles, Milwaukee, Minneapolis, New Orleans, New York, Philadelphia, Pittsburgh, San Francisco, St. Louis, Seattle, Syracuse, Washington.
The Canadian Appraisal Company, Limited, Montreal, Toronto.

INVESTIGATIONS — VALUATIONS, REPORTS — INDUSTRIALS, PUBLIC UTILITIES, NATURAL RESOURCES

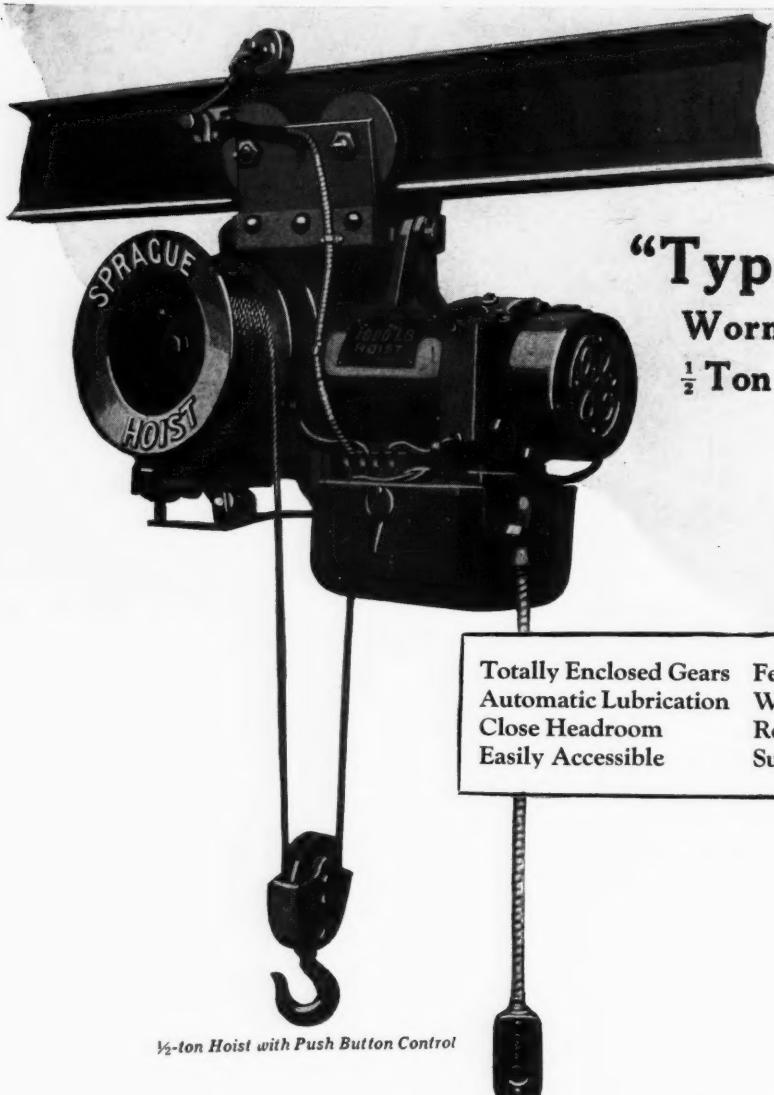


An American Appraisal

THE AUTHORITY

© 1924, The A. A. Co.

The Hoist with a



"Type WX"

Worm Drive

$\frac{1}{2}$ Ton 1 Ton

Totally Enclosed Gears	Few Moving Parts
Automatic Lubrication	Worm Load Brake
Close Headroom	Roller Bearing Motor
Easily Accessible	Substantial

1/2-ton Hoist with Push Button Control



There is valuable information to
hoist users in Bulletin No. 68912-G.
Write the nearest G-E
sales office for it.

General Electric Company
Schenectady, N. Y.
Sales Offices in all Large Cities

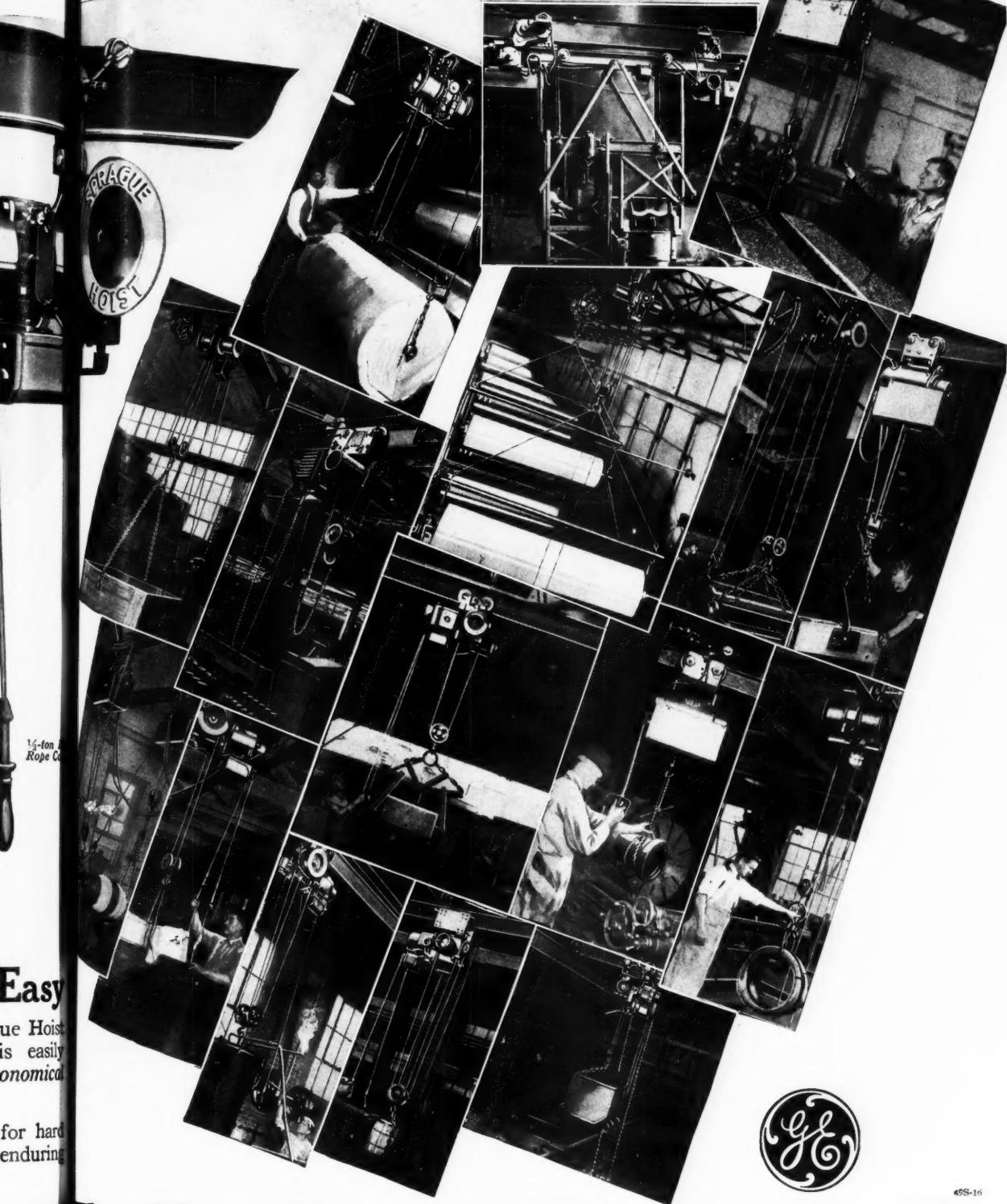
The Hoist that Makes Handling Easy

Wherever a load is lifted or moved, the Sprague Hoist can render a service—the value of which is easily computed in terms of *quick, convenient and economical* handling.

The Sprague Hoist has an in-built capacity for hard and continuous work—a purchase that means an enduring reminder of faithful and efficient service.

GENERAL

Thousands of Uses



1/4-ton Hoist
Rope Co.

Easy

Hoist
is easily
economical

for hard
enduring



65-16

E L E C T R I C

All These Specialties Have Been Used for Years in the Leading Pressrooms

Reducol: Best for getting rid of excessive tack in printing ink, and for stopping picking, because it works simply and quickly without any harmful results. Does not affect body or color. Reducol is an ink softener, a safe dryer, and never causes mottling. Greatly improves distribution, and leaves each impression of process work with an ideal surface for perfect register and overlapping. Reducol helps to cut down offset, prevents sheets sticking, and acts as a preservative for rollers.

Blue-Black Reducol: For use with blue or black inks when a toner is desired. In other qualities identical with standard Reducol.

Magic Type and Roller Wash: Best for removing dried ink, because it cleans up even the hardest caked deposits with amazing ease, and has just the right drying speed. No time wasted

either by making several applications or by waiting for drying. Will not stick type together. Livens up rollers.

Paste Dryer: Best for color work, because it dries from the paper *out*, and thereby leaves a perfect surface for following impressions. Positively will not crystallize the ink, or chalk on coated paper.

Liquid Air Dryer: Best because it is transparent and does not affect color. For one-color work and last impressions. Works very quickly.

Gloss Paste: Best because, when used as an after-impression, it not only produces an extremely glossy finish on any kind of stock, but also makes paper moisture and dust proof—a strong selling point on label and wrapper work.

Indiana Chemical & Manufacturing Company

23-25 East 26th St., New York City

Pacific Coast Agents: Geo. Russell Reed Company
San Francisco, Seattle, Portland, Los Angeles

INDIANAPOLIS, INDIANA

British Agents: Borne & Co., Ltd.
35-37 Banner St., London, E. C. 1

608 South Dearborn St., Chicago

Canadian Agents: Toronto Type Foundry Co., Ltd.
Toronto, Montreal, Winnipeg

EXHIBITOR
Graphic Arts Exposition 
Milwaukee, August 18-23, 1924

WOOD AND STEEL FURNITURE
FOR PRINTERS · INCLUDING CUT-COST
EQUIPMENTS · MADE BY
THE HAMILTON MANUFACTURING
COMPANY

CARRIED IN STOCK FOR PROMPT SERVICE AT ALL OUR SELLING HOUSES
AMERICAN TYPE FOUNDERS COMPANY

SET IN GARAMOND CLELAND COMBINATION ORNAMENTS

A Stimulant Needed

Industrial records show that plants with courage to scrap obsolete machines and purchase those of late design are the plants that progress and—make a profit. ¶ The use of obsolete equipment makes for mental obsolescence and listlessness. ¶ The greatest stimulant to production is a new machine.

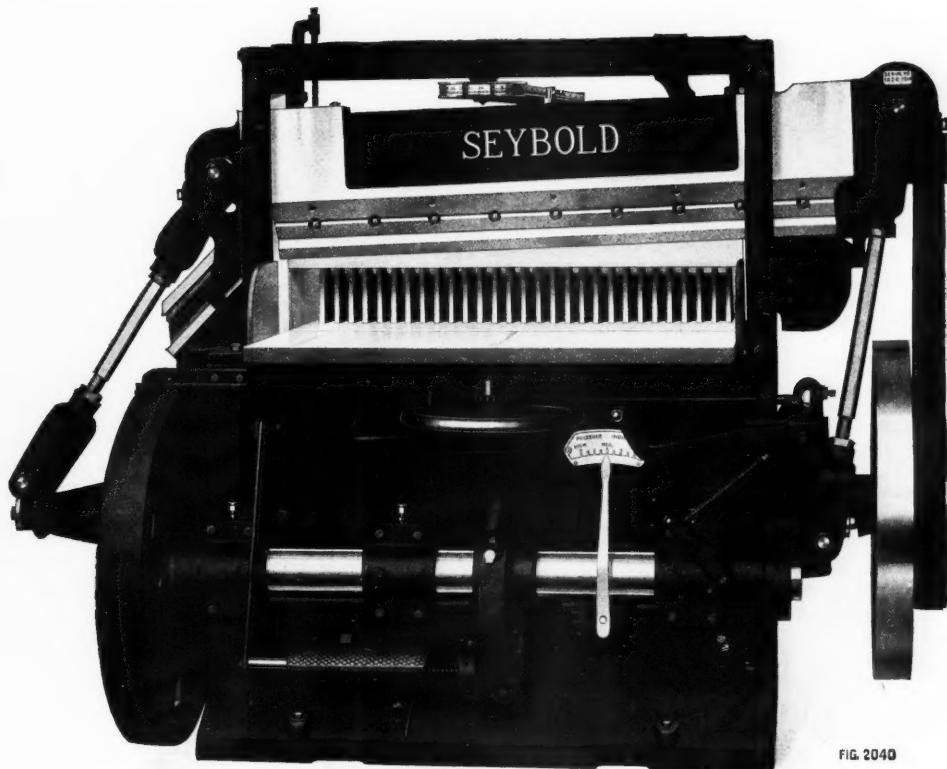


FIG. 2040

THE SEYBOLD AUTOMATIC CUTTER

A machine of growing importance in all plants.
It starts the work right and finishes it right.

Ask for Circular No. 2040

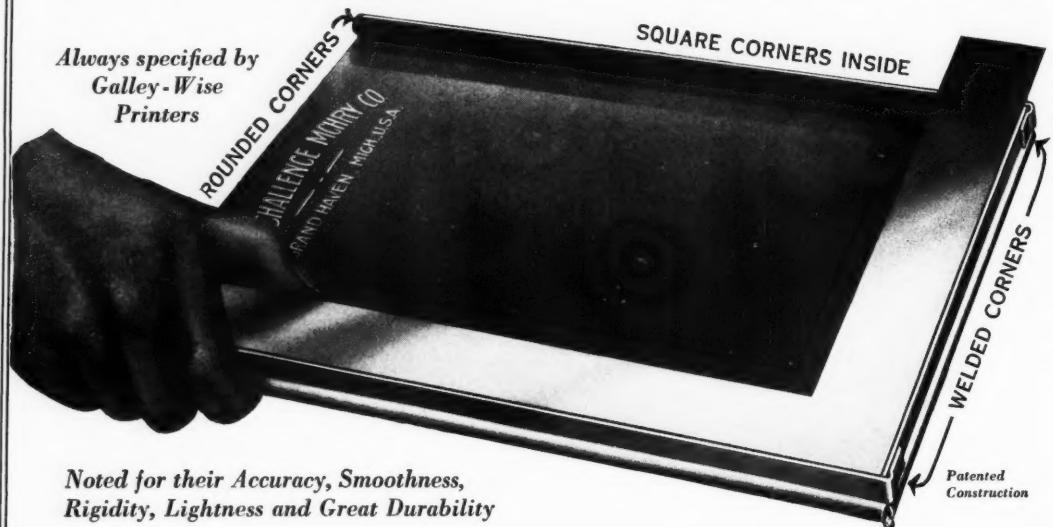
THE SEYBOLD MACHINE COMPANY
DAYTON, OHIO, U. S. A.

Sales Agencies and Service Stations

New York, Chicago, Atlanta, Dallas, San Francisco, Toronto, Paris, London, Buenos Aires, Stockholm

Challenge Pressed Steel Galleys

The Economical, One-Piece, General-Purpose Galley



No Chance for Sides to Damage Type, Rules or Cuts

Challenge Pressed Steel Galleys are moulded into shape, each from a single piece of specially made and selected cold-rolled steel. They have reinforced electric-welded corners, square and smooth inside, and have a beaded edge of metal extending around bottom, which gives them extra strength and rigidity. This construction permits type matter to stand squarely on its feet, also provides drainage channels, which, leading to drainage holes in the corner, carry off all cleaning fluid, insuring freedom from rust and corrosion. The beaded edge is so designed that it does not leave a space for small type to lodge in and does not detract from perpendicular sides which keep the type squarely on its feet.

As an all-purpose job galley, for book, magazine and catalog work, tabular matter and all other forms necessitating clean, accurate proofing—as a newspaper galley, for linotype work, in the ad alley, in make-up, in the mailing department—as a storage galley in connection with any of the modern storage cabinet systems—the one-piece Challenge Pressed Steel Galley fills every requirement at an exceptionally low cost. They are made in all standard job, news and mailing sizes. Special sizes made to order promptly.

Sold by all Dealers in Printers' Supplies—Be sure to specify "Challenge Pressed Steel Galleys"

The Challenge Machinery Co., Grand Haven, Michigan

Chicago, 124 South Wells Street

New York, 220 W. 19th Street

Expanded Profits Follow a Cleveland Installation



BECAUSE you can do your folding at lower cost with a Cleveland, your profits on each job will be larger.

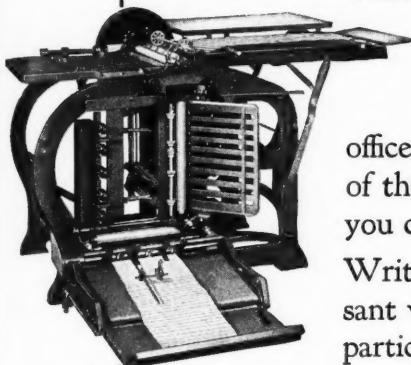
Because you can do more folding with a Cleveland, you can make more money each working day.

Because you can save space in your bindery by installing a Cleveland, you can reduce overhead and add the saving to your profits.

Because you can lessen your bindery staff when you put in a Cleveland, you lower your salary expense and can place the difference in your profits account.

These are just a few instances of how a Cleveland Folding Machine will help you to make more money on the work you do in your bindery.

We would like to send our representative to your office so that you may learn first hand of the many features of the Cleveland that have a direct bearing on the profits you can make on every job that goes through your plant. Write us and we will have a man thoroughly conversant with the printer's problems call and talk over your particular requirements with you.



THE CLEVELAND FOLDING MACHINE CO.

GENERAL OFFICE AND FACTORY: 1929-1941 East 61st Street, CLEVELAND

NEW YORK: Aeolian Building

CHICAGO: 532 S. Clark Street

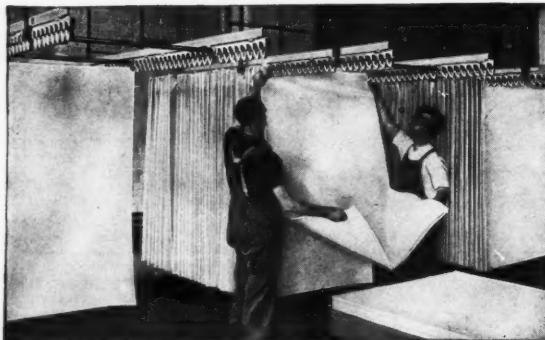
BOSTON: 101 Milk Street

PHILADELPHIA: The Bourse

Represented by American Type Founders Co., San Francisco, Los Angeles, Portland, Oregon, and Salt Lake City;
Barnhart Brothers & Spindler, Seattle

The manufacture and sale of Cleveland Folding Machines in Canada, Newfoundland, and all countries in the Eastern Hemisphere
is controlled by the Toronto Type Foundry Company, Limited, Toronto, Ontario, Canada.

A Cleveland Will Do ALL Your Folding

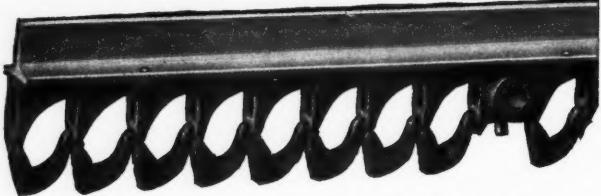


Typical installation in operation

This equipment is constantly increasing in use by both large and small Lithographers and Printers with installations running from two to two hundred strips each.

Catalogue and Complete Information on request.

**Southworth Machine
Company**
PORTLAND, MAINE, U. S. A.



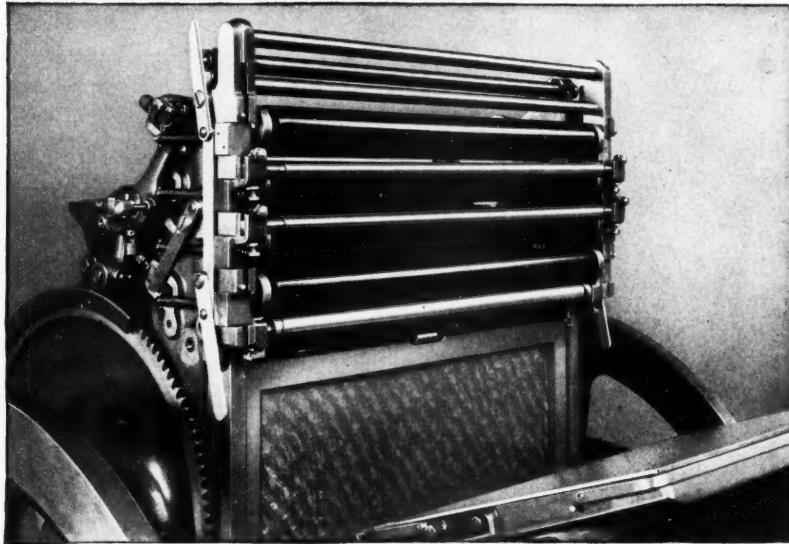
Construction—Showing a portion of one Standard 9 foot Strip

"Globetypes" are machine etched halftones and electros from halftones by an exclusive process
Nickelsteel "Globetypes" are the supreme achievement in duplicating printing plates.

DESIGNS
DRAWINGS
HALFTONES
ZINC ETCHINGS
WOOD & WAX
ENGRAVINGS
COLOR PLATES
NICKEL-STEEL
ELECTROTYPE



Telephone, Harrison 5260-5261-5262 All Departments



Close-Up View Of The "Laureate's" Form-Inking System

OPERATIVE with two or four composition rollers; with one, two or three metal riders; and with one underhung "changer," as conditions may require. May also be provided with the "double-inker," two rollers acting on the down-motion and four upwardly. All roller boxes are simultaneously set out by hand-levers. If not manually reset, they are automatically tripped as carriage starts downwardly. This device is convenient for washing-up; to prevent rollers from flattening on cylinders; and to introduce and remove form rollers.

The pre-spreading of ink is the last word in distribution; so, too, is its automatic supply by the fountain.

When impression is tripped, carriage is automatically latched on cylinders, preventing a double-roll of form.

Beds and platens are hand-scraped to exact plane surfaces and truly parallel. The impressional contact of the platen-face is as perfect as is mechanically possible to attain. Hence, if forms are dead-flat and of uniform height-to-paper, thin, hard tympans being used, the result is unique, "a thing of beauty and a joy forever."

Will print anything, faultlessly, from a script visiting card to a full-chase half-tone, tint-plate, or combination of types and cuts, at a single rolling of the form and at high rates of production. See pages 6-7 of our new catalogue: "Platen Presses in the Arts of Printing, Box-Making and Embossing."

Manufactured and Marketed by

THOMSON-NATIONAL PRESS COMPANY, Incorporated

Nott and East Avenues, Long Island City, N. Y.; Fisher Building, Chicago

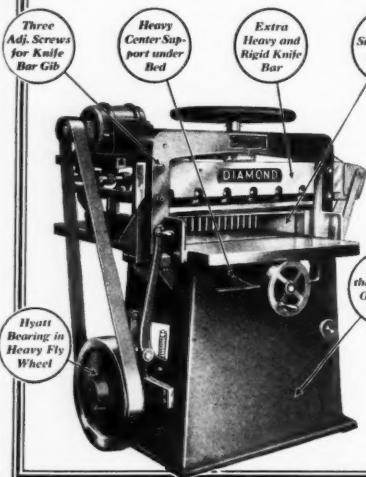
Also obtainable from all branches of American Type Founders Company and Barnhart Brothers & Spindler



Diamond Power Paper Cutters

meet every production requirement, and excel in Speed, Accuracy, Durability, Safety and Convenience in Operating. Quality cannot be argued into a paper cutter—it must be *built in*—an actual part of the mechanical construction—design, material and conscientious workmanship.

In the Diamond we offer you the result of a third of a century of engineering study and research. Built of the best materials—insuring long life and indestructible value, with the idea of great durability, accessibility and simplicity. Built to produce the maximum amount of accurate cutting with minimum effort.

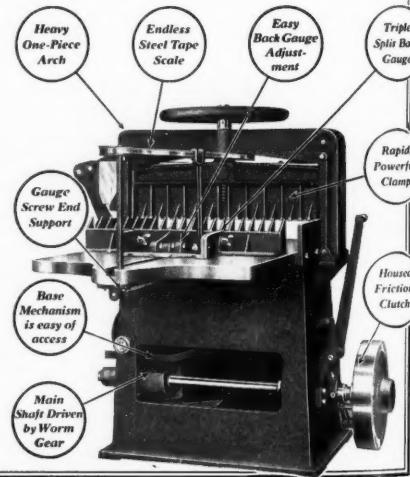


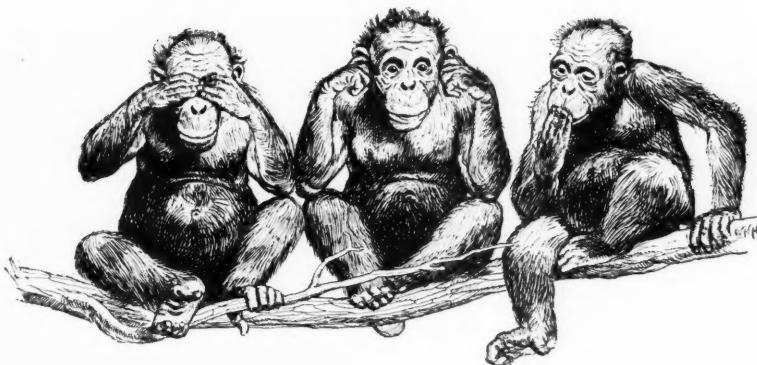
If You Want the Best
Insist on a
"DIAMOND"

Write us or any live Dealer
in Printers' Supplies for prices
and complete specifications

Manufactured and Guaranteed
from Base to Arch by the well
known manufacturers

**The CHALLENGE
MACHINERY CO.**
Grand Haven, Mich., U.S.A.





Seesay is Better than Hearsay

By James Wallen



THE old Flemish housewives say that one should accept the evidence of his eyes, not his ears.

Columbus appealed to the eyes when he demonstrated his theories to the skeptics with an egg.

The advertiser utilizes pictures with equal grace and facility. Pictures can tell the whole truth. They do not forget essential details.

Pictures will tell the story of your product so that even the unlettered can read. The larger audience, to whom your advertising must appeal, accept the evidence of their eyes without question. The manner in which your illustrations are produced is of grave import.

The American Photo-Engravers Association has devoted concerted thought and study to making bet-

ter engravings available in every community in America. The association is endeavoring to make high standards of craftsmanship obtain in the metropolis and industrial center alike.

It has set as its goal uniformity of quality such as has never before been known in a nation-wide industry. Members of the American Photo-Engravers Association wherever they may be located, have aligned themselves with the best thought of the times in their business.

The code and creed of the American Photo-Engravers Association is set forth in a booklet entitled "The Relighted Lamp of Paul Revere." This booklet, which may profitably fill a spare quarter hour, may be had on request either from your engraver or the association headquarters.

AMERICAN PHOTO-ENGRAVERS
ASSOCIATION

GENERAL OFFICES • 863 MONADNOCK BLOCK • CHICAGO

Test it in Your Own Pressroom!

It is not necessary to take the
**Craig Electro-Magnetic
Gas Device**

on hearsay judgment. Test it out on your own presses. We can send you convincing proof of what our device has done and is doing for others in cutting costs of cylinder presswork by eliminating offset, static electricity, slip sheeting and spoiled work. But the best way to determine the merits of any article is to give it a trial in your own shop. Put it to any test in comparison with similar devices on the market; if unsatisfactory return it and we will cancel the charge. But our experience has been that a Craig Device, when once installed, stays there as long as the press itself.

Write for our booklet "Speeding Up the Presses." It will tell you what many of the largest printing houses think of the Craig device.

CRAIG SALES CORPORATION

636 GREENWICH STREET, NEW YORK CITY

"I Sinbad the Sailor, speak. After freeing myself from the monstrous bird when it alighted, I saw nearby a little old man who seemed in distress. He made a sign to be taken upon my back and lifted across a brook, which I did—believing him really to need my help. Alas, that I was so gullible! For he was none other than the Old Man of the Sea, and for many days and nights he sat astride my back, making progress impossible. Knowing he would soon effect my ruin, I redoubled my efforts and finally shook off my unwelcome burden.

I shall renew my discourse next month."

Moral

Chance acquaintances are sometimes burdensome

Don't let your electrotypes make chance acquaintances. Remember, we make the black and color plates for The Ladies' Home Journal. Let the same workmen make your electrotypes.

The Third Voyage



AMERICAN ELECTROTYPE CO.

MEMBER INTERNATIONAL ASSOCIATION OF ELECTROTYPEERS OF AMERICA

SHERIDAN BLDG.

NINTH & SANSOM STS.



PHILADELPHIA

View the Market for Printing Through This Book

THE PROFIT IN PRINTING



MANY printers are so close to their shop and to their own business, that they don't get a bird's eye of the large market for printing which lies before them.

The booklet "The Profit in Printing" is published for those men. It paints for the busy printer a broad, detailed picture of the wealth of opportunity which lies all around him. It shows possibilities for printing sales that might easily be overlooked.

"Profit in Printing" may be obtained free for the asking. It is well illustrated and is written in a straight forward style which makes it interesting to read.

Simply sign the coupon and mail it back.

The Chandler & Price Company
Cleveland, Ohio, U. S. A.

The
Chandler &
Price Company
Cleveland, Ohio
U. S. A.

Please send me a copy of
"The Profit in Printing"—the
illustrated book which pictures
a printer's opportunities for getting
business.

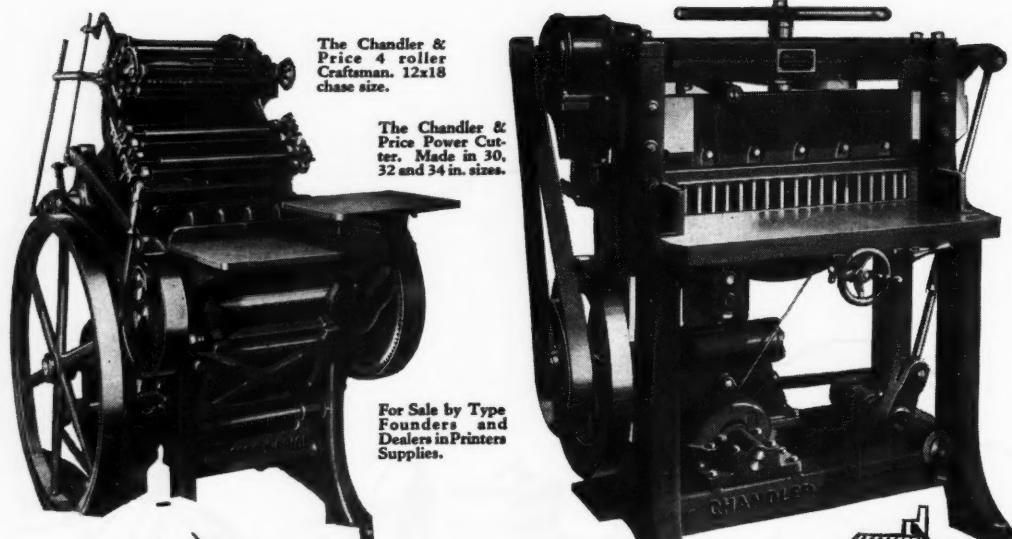
Name _____

Address _____

City _____

Chandler & Price

This insert printed work and turn, single rolled without slip sheeting, on a Chandler & Price CRAFTSMAN Press.
The name "CRAFTSMAN" is an exclusive trade mark of The Chandler & Price Co. registered in the U. S. Patent Office.



The Chandler & Price 4 roller Craftsman. 12x18 chase size.

The Chandler & Price Power Cutter. Made in 30, 32 and 34 in. sizes.

For Sale by Type Founders and Dealers in Printers Supplies.



Machinery Which Fits the Market for Profit Printing

FOR years, Chandler & Price Printing Machinery has built a solid business for many print shop owners.

The press has made possible a rapid turnover of work. It handles to the best advantage the great volume of work which every firm buys—forms, slips, folders, letterheads, and envelopes.

A low purchase price and ease of operation are two reasons for the money making

abilities of Chandler & Price Presses.

The Chandler & Price cutter, as well built and as long lived as the press, has enabled printers to keep production at a profitable level. It maintains a steady supply of cut stock for the presses. It finishes up printed work so that the printer may deliver without delay and get his money.

Add to your Chandler & Price equipment—your profitable equipment.

The Chandler & Price Company, Cleveland, Ohio, U. S. A.

Chandler & Price

This insert printed work and turn, single rolled without slip sheeting, on a Chandler & Price CRAFTSMAN Press. The name "CRAFTSMAN" is an exclusive trade mark of The Chandler & Price Co. registered in the U. S. Patent Office.



**American Colortype Company
uses 37 Rouse Roller Fans
Hundreds are in use
They keep rollers
cool in warm
weather**

In Canada:
Rouse heavy products
sold exclusively by
Toronto Type Foundry Company, Ltd.
Toronto, Montreal, Winnipeg, Regina.

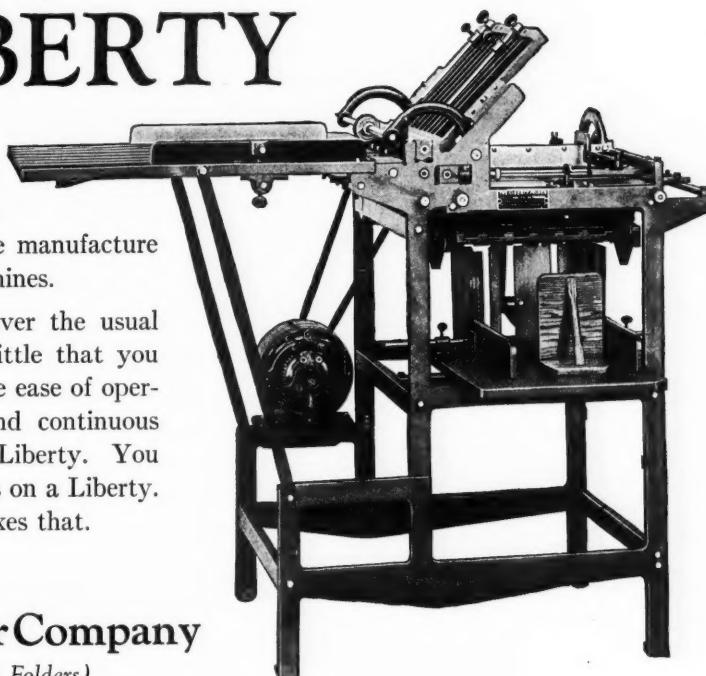
A Rouse Rotary
Miterer can cut 4000
accurate miters in one hour



The LIBERTY

The largest selling job
folder in the world. Built
in a strictly modern plant
devoted exclusively to the manufacture
of high grade folding machines.

The difference in price over the usual
low priced jobber is so little that you
can't afford to sacrifice the ease of operation,
accuracy, speed and continuous
performance found in the Liberty. You
absolutely take no chances on a Liberty.
Our five year guarantee fixes that.



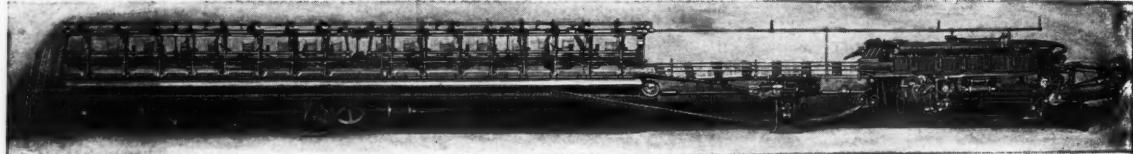
The Liberty Folder Company
(Originators of Simple Folders)

Sidney, Ohio

Agencies in all the Principal Cities

JUENGST Gatherer, Stitcher and Coverer

THE ONLY MACHINE that will Gather, Jog, Stitch
and Cover Books all while in Continuous Motion

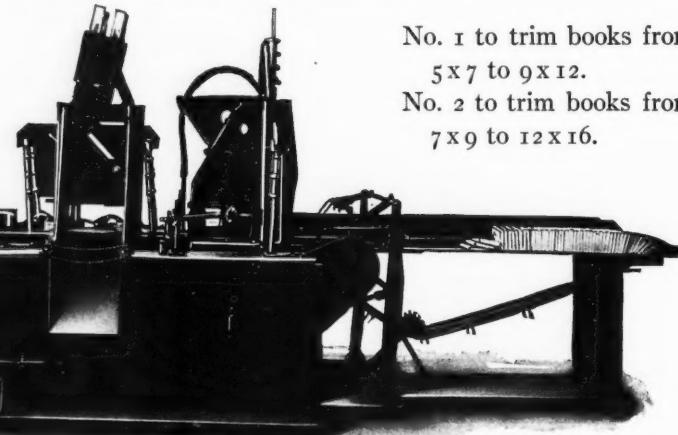


Will detect missing inserts or doublets.
Will gather any signatures from singles up, on any kind of stock.
Built in combination or in single units.

Has no equal for Edition Books.

Rowe Straight Line Automatic Trimmer

Made in two sizes.



No. 1 to trim books from
5x7 to 9x12.
No. 2 to trim books from
7x9 to 12x16.

PATENTED

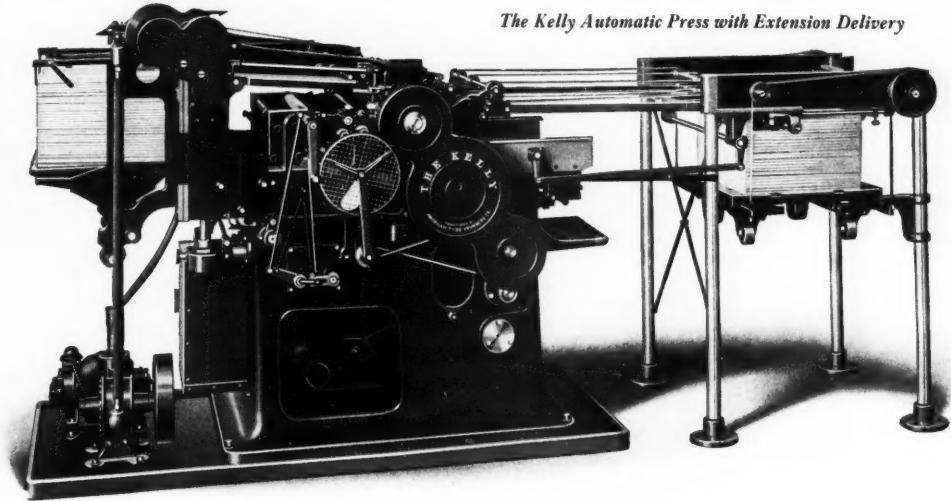
Both machines are quickly adjustable to any intermediate size, using the regular half-inch cutting stick. It shears from the back of the book and does clean, accurate work up to a speed of 24 packages per minute 4½ inches or less in height.

Nothing in trimmers has ever been made to compare with it. They are in use in a number of the largest catalogue and magazine printing houses in the country. If you have work suitable for it you can not afford to be without it. We will be glad to send any further information.

AMERICAN ASSEMBLING MACHINE CO., Inc.
416 N. Y. World Building, New York City

KELLY AUTOMATIC PRESS USERS OBTAIN THE MAXIMUM OUTPUT AT THE LOWEST POSSIBLE PAY-ROLL COST

The Kelly Automatic Press with Extension Delivery



Read what a Kelly Press user writes:

“My Kelly Presses have paid for themselves many times. They are the best money-makers I have ever seen. The extension deliveries increase the output, keep the stock clean and save floor space. I have managed plants with cylinder presses, but since I have used the Kelly I want no more large cylinders. The big presses make trouble where the Kelly makes money.”

A. D. Dufendach, South Bend, Ind.”

OPINIONS of other Kelly Press users, equally convincing, are yours for the asking. The Kelly equipped printer is prepared for “peak” demands. His Kelly Presses never fail in the pinches. They are unfailing sources of maximum production and the cost sheets will show astonishingly low operating expense.

Service organizations at all Selling Houses.

American Type Founders Company

WRITE TO OUR NEAREST SELLING HOUSE FOR QUOTATIONS

SET IN AMERICAN CASLON AND ITALIC CLELAND BORDER MODERN BRACKET.

Please Mention THE INLAND PRINTER When Writing to Advertisers.

Better Bound Books

are being produced on
Brackett Stripping Machines

Don't say, "we do not have enough work to justify the purchase."

It's an old story; we meet with it every day.

You will never get the work without the machine. So get the machine first then get the work.

You cannot produce BETTER BOUND BOOKS profitably, by employing hand methods, so solve this problem with a BRACKETT STRIPPING MACHINE.

The Brackett Stripping Machine Co.
TOPEKA, KANSAS

AGENCIES: LONDON, CAPE TOWN, SYDNEY, TOKYO

Chandler & Price New Series Presses

MADE IN FOUR SIZES:

8x12 inches, 10x15 inches, 12x18 inches, 14½x22 inches
(inside chase measurement)

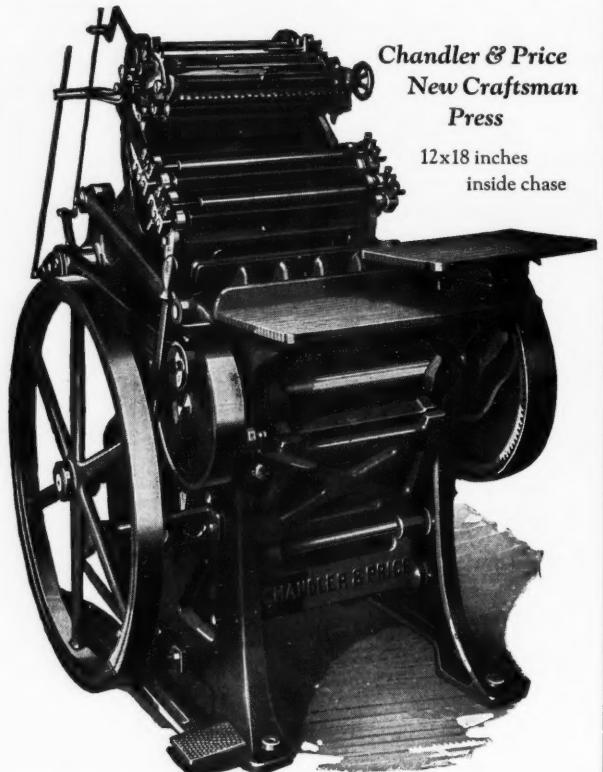
THE printer himself by the purchase of over 76,000 presses from this factory has proclaimed the Chandler & Price the standard platen printing press. Ninety per cent of the printing shops in this country have Chandler & Price Presses as their standard equipment.

Chandler & Price New Craftsman Press

A COMPLETE printing unit with Vibrating Brayer Fountain, and four form rollers with double vibrating steel rollers, giving a distribution for the heaviest solid tint or halftone. The strength of the oversize arms, shafts, brackets and gears will handle any stock, no matter how great the squeeze required.

C. & P. Presses in stock at all Selling Houses

**American Type Founders
Company**



DU PONT

Bronze Powder
is to
Color Printing
What Light
is to
The Jewel
*It adds the
Final Sparkle*

See Other Side



Getting Profitable Business

DO you want the business of the best concerns—houses that buy the finest quality printing in paying quantities? Make these buyers remember your work by putting originality into it.

The intelligent use of bronze powder identifies you immediately as something more than an ordinary printer. It proves you have creative originality and the ability to adapt other materials besides paper and ink to beautify your work. It gives you an enviable reputation as a printing craftsman.

Du Pont Bronze Powder is exceptionally brilliant, and it is comparatively easy to handle. It will not fly about the plant; it sticks to the part of the work where it is wanted; it is neither "dusty" nor "greasy." Order Du Pont Bronze Powder for that ticklish job—you'll find it different from any other material. If you are a merchant printer, fill out and mail the coupon below, and preserve the beautiful design on the other side to show your preferred customers.

E. I. du Pont de Nemours & Co., Inc.

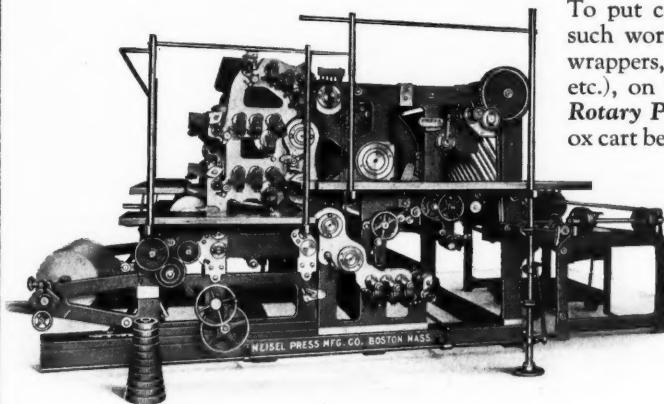
Chemical Products Division

PARLIN, N. J.

E. I. du Pont de Nemours & Co., Inc., Parlin, N. J.

Gentlemen: Please send me pounds of Du Pont Bronze Powder, at your special quantity price. I give you below the name of my business, street address, city, state.

Ox Cart vs. the "Century"



WHAT THIS PRESS WILL DO

An adjustable Rotary Press that cuts the sheets off and delivers them to the printing cylinder which prints one color on the reverse side, then the sheet is delivered to the large impression cylinder and receives the third printing on the face side. Cuts off sheets from 24" to 36" in length and takes paper up to 48" in width. This type of machine can be used for high class label work such as soap wrappers and can wrappers. Speed, 6,000 impressions per hour continuous run.

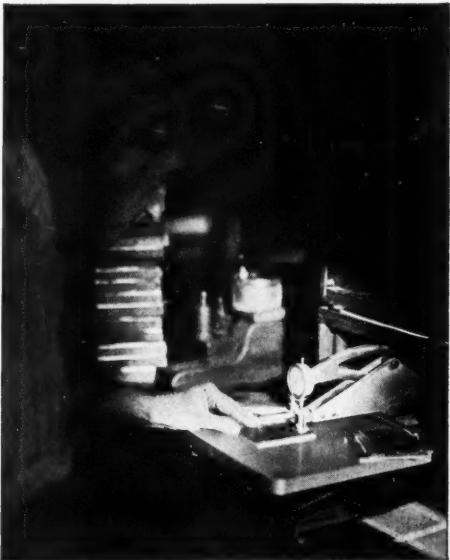
To put certain classes of printing (particularly such work as tickets, transfers, manifold work, wrappers, labels, coupons, advertising inserts, etc.), on flat bed presses instead of on **Meisel Rotary Presses** is as sensible as traveling in an ox cart between Chicago and New York instead of

availing yourself of the services of that crack train of the New York Central Lines, The "Century!" Ox cart methods of printing don't stand a ghost of a chance today against modern machinery production.

Let us help you modernize your pressroom equipment. In addition to supplying stock models like the Series R-1095, shown here, we are equipped to make to order rotary presses to fit in with your particular needs. Meisel Presses are built with the object of reducing the number of operations required for the completion of the job. Put your pressroom problems up to us. We are glad to submit complete information without obligation.

Meisel Press Manufacturing Company

944-948 Dorchester, Avenue
Boston, Massachusetts



The Plate Gauge shown in use in the plant of Matthews-Northrup Works, Buffalo, where no opportunities for eliminating the waste of makeready have been overlooked.

What do you Know about the Plate Gauge?

Not every printer can profitably use the Hacker Plate Gauge and Rectifier. The character of *some* printers' work doesn't fall within its range of possibilities.

But any printer operating three or more cylinder presses and printing from either mounted or unmounted plates has use for the Plate Gauge. Through its use comes relief from a very considerable waste of time in press makeready.

More than 450 printers *are* using the Plate Gauge profitably and a great many more than 450 could use it with profit, if *all* the facts, divorced from prejudices, were before them.

The Plate Gauge is worth careful investigation. Any user will say so. Interest should be extended past the point of asking for descriptive matter and the price. Perhaps some traditional ideas in respect to makeready may need upsetting before a clear perspective is possible. But a thorough investigation—one that drags out all the facts—is almost sure to result in stopping some unnecessary, but expensive, makeready leaks.

Start an investigation today. Don't stop with a price and a picture. Take time to get the hard facts and get yourself ready to increase press production when your customers begin clamoring for work this fall. There are two or three ways to get the plain evidence before you. Let us tell you about them.

Hacker Manufacturing Co.
320 So. Honore Street
Chicago, Ill.

A few weeks ago a printer overruled the skepticism of his associates and installed a Plate Gauge in his pressroom. In the first week of its use they saved almost half its cost. Yet for months and months somebody in that plant said it couldn't be done.

EXHIBITOR
Graphic Arts Exposition
Milwaukee, August 18-23, 1924



A Satisfied Stoneman

THE problem of removing caked ink from type forms, cuts and color fountains is no problem at all in shops that depend on Phenoid "Instantaneous" Type Cleaner. Phenoid quickly removes old and hardened ink. It dries immediately, saves type and labor in the print shop.

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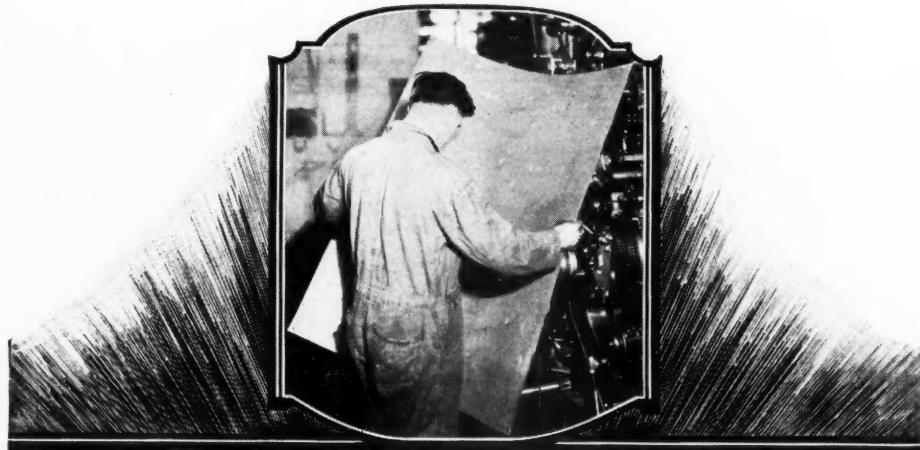
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Offset "Forms" are Light

A 36 x 48 "form" for an offset press, solid with "type and cuts", weighs about **SEVEN POUNDS**.

A sixteen page letterpress form, type and cuts, printing a 32 x 44 sheet, weighs about **ONE HUNDRED FIFTY POUNDS**.

The picture shows how easily the offset "form" is handled and put onto the press. Compare this with an imaginary picture of at least two men luggering and tugging the hundred and fifty pounder.

Here is convenience that results in speedy production. When may a Harris representative discuss the offset situation with you?

The Harris Automatic Press Company

Pioneer Builders of Successful Offset Presses

New York Cleveland Chicago

Advantages of HARRIS OFFSET PRESSES



Low cost of medium
large runs and up.



Speed of running—
an impression every
revolution.



Ideal for Direct by
Mail work. Offset
emphasizes selling
points, bulks up,
withstands mailing
and folds well.



Built in standard sizes, from 17 x 22
to 44 x 64. Two 2-color models.

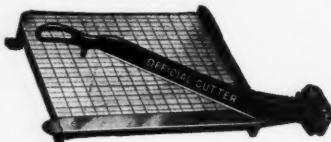
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offset  presses

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Official Card Cutter

Made in sizes of 12 and 16 inches. Ruled table. Iron frame. Spring-back handle. Oak table. Graduated size gage. Low priced.

Boston Card Cutter

Made in sizes of 12, 16, 24 and 36 inches. Front, side and back gages of steel. Iron frame. Mahogany table. Graduated rule.

TABLET PRESS



Tablet Press

Two sizes. Hold up to 5,000 sheets of stock of size up to 8½ x 16 inches. Iron frame. Steel rods. Screw clamp. Oak trough.

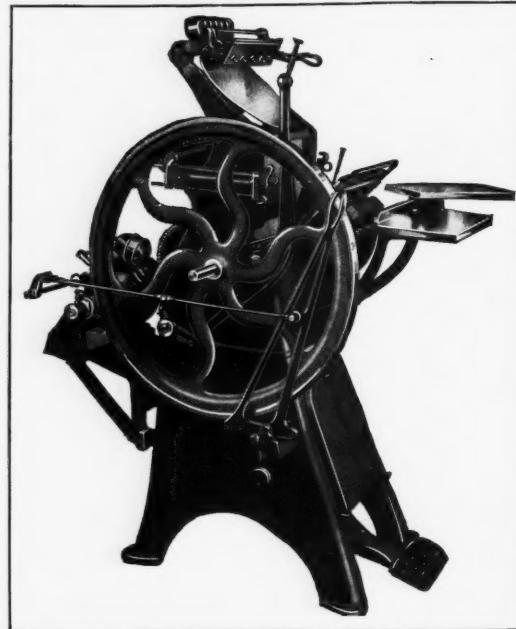
Little Giant
Lead and Rule Cutter

Two styles. Four sizes. Gages from 80 picas back to 120 picas back and 84 picas front. Balanced handle. Large bearings. Wearing parts all steel. Powerful and easily operated.

THE BOSTON CUTTER



LITTLE
GIANT
Lead and Rule
CUTTER



The Pearl Press

Makes the Small Jobs
Pay Big Profits

Has a maximum speed of 3,600 impressions per hour. It is easily fed on an average of 3,000 impressions per hour. The boys and girls enjoy feeding it. The makeready is handy and convenient. The distribution is automatically controlled by a full length fountain, three form rollers and a revolving disc. Rigid impression. Quality of production excellent.

The Pearl is the smallest and lowest priced hand feed power platen press made. It is very durably constructed. The cost of maintenance is practically nothing.

The illustration shows the Pearl Press of size 7x11 inches complete with full length fountain, counter, safety feed guard, individual electric motor.

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Chicago Office :
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Jobber, Official Hand Press, Golding Hand Clamp
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BROTHERS
WATERTOWN, N.Y.

Morocco Gay Head Garag

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Three finishes and twenty-five colors offer you the best opportunity for selection. Send for sample books.

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Cleveland, Ohio	The Central Ohio Paper Co.	Provo, Utah	Storts & Bement Co.
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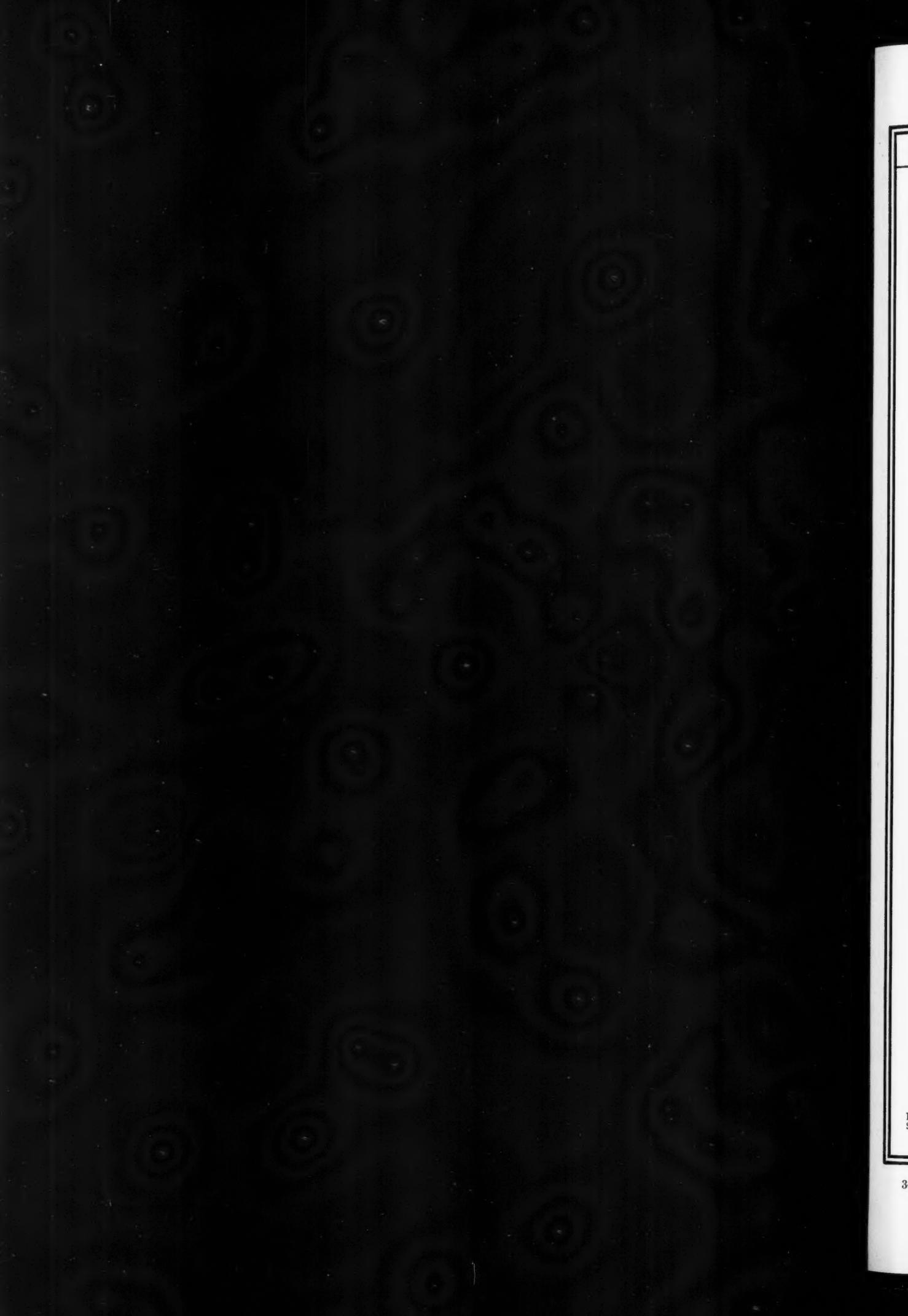
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National Paper & Tissue Co., New York City



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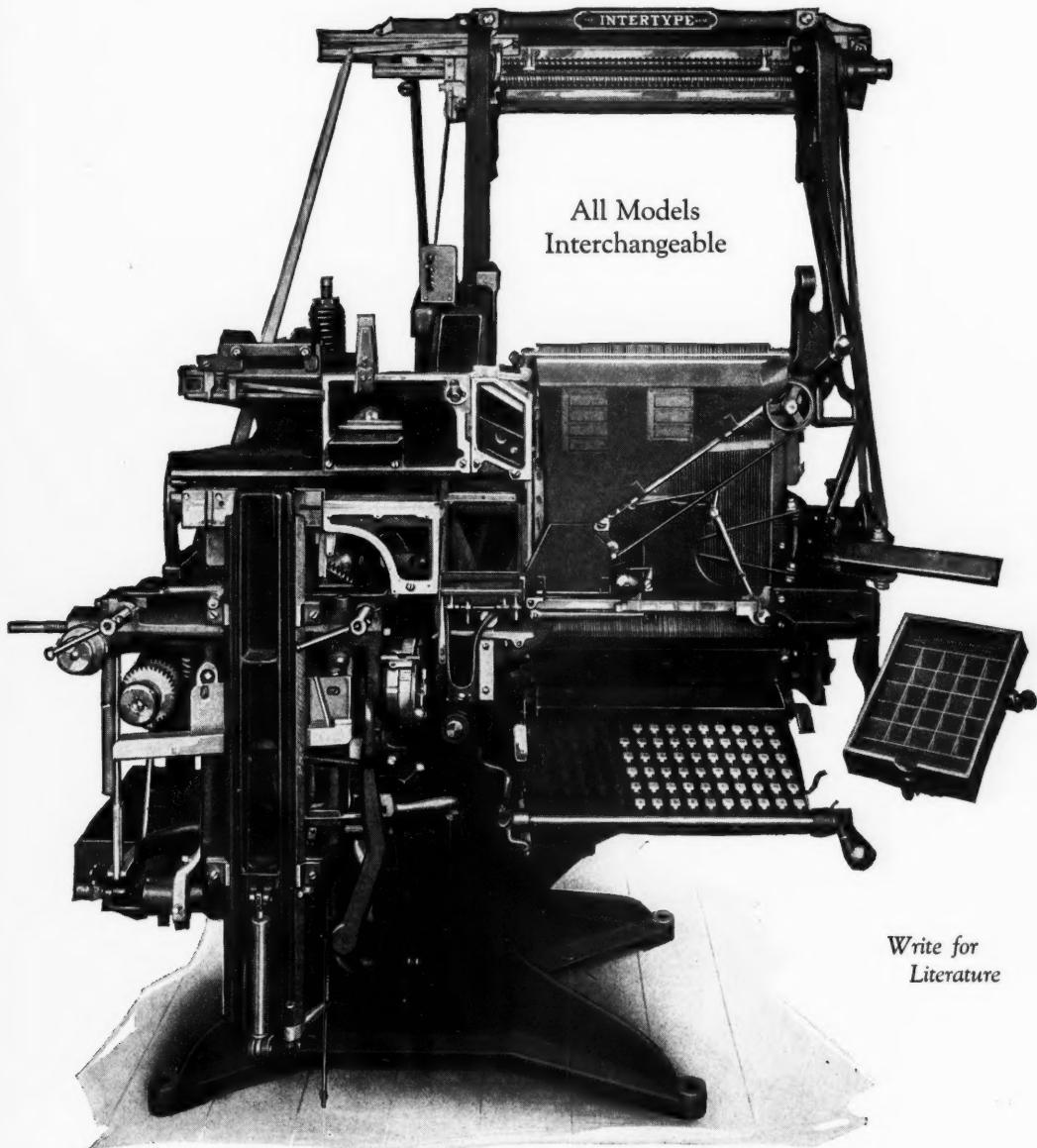
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Alpine Press, Boston, Mass	8	Globe Ticket Co., Philadelphia, Pa	8	New York Times, New York City	8
American Art Works, Coshocton, Ohio	56	Goes Litho Co., Chicago, Ill	8	New York World, New York City	17
American Book Co., Branches	57	Goldman, Isaac, Co., New York City	20	O'Brien, C. J., Co., New York City	16
American Colortype Co., Branches	5	Government Printing Office, Washington, D. C	108	Oxford Printing Co., Detroit, Mich	6
Anderson, Alexander, Toronto, Ont., Can	5	Great Atlantic & Pacific Tea Co., Jersey City, N. J	6	Owen, F. A., Pub. Co., Dansville, N. Y	8
Art Gravure Corp., Branches	6	Green, William, New York City	29	Periodical Press, New York City	14
Atlantic Printing Co., Boston, Mass	7	Griffith-Stilling Press, Boston, Mass	5	Phelps Publishing Co., Springfield, Mass	10
Barta Press, Cambridge, Mass	12	Grolier Crafts Press, New York City	5	Pictorial Review Co., New York City	64
Berkeley Press, New York City	12	Haber, P. B., Printing Co., Fond du Lac, Wis	5	Pilgrim Press, Boston, Mass	8
Berwick & Smith Co., Norwood, Mass	48	Haddon Press, Inc., Camden, N. J	44	Pinkham Press, Boston, Mass	6
Best, W. S., Printing Co., Boston, Mass	6	Hall, W. F., Printing Co., Chicago, Ill	60	Plimpton Press, Norwood, Mass	25
Blade Printing Co., Toledo, Ohio	6	Hamilton Printing Co., E. Greenbush, N. Y	5	Poole Bros., Chicago, Ill	17
Blakely Printing Co., Chicago, Ill	10	Haywood Publishing Co., Lafayette, Ind	7	Procter & Collier Co., Cincinnati, Ohio	5
Blanchard Press, New York City	6	Heer, F. J., Publishing Co., Columbus, Ohio	7	Prudential Ins. Co. of America, Newark, N. J	27
Alfred Bleyer & Co., Brooklyn, N. Y	6	Henneberry Co., Chicago, Ill	12	Public Press, Ltd., Winnipeg, Man., Can	11
Bradstreet Co., New York City	12	Hewitt, Wm. G., Co., Brooklyn, N. Y	8	Publishers Printing Co., New York City	42
Braunworth & Co., Brooklyn, N. Y	15	Hillison & Etten Co., Chicago, Ill	9	Pugh, A. H., Printing Co., Cincinnati, Ohio	11
Brethren Printing Co., Elgin, Ill	8	Hoard, W. D., & Sons Co., Fort Atkinson, Wis	5	Quadri Color Co., New York City	17
Brockway-Fitzhugh-Stewart, Inc., Brooklyn, N. Y	15	Homestead Co., Des Moines, Iowa	13	Rand, McNally & Co., Branches	62
Brooklyn Eagle, Brooklyn, N. Y	14	Homewood Press, Chicago, Ill	13	Rankin, J. C., Co., New York City	12
Brown & Bigelow, St. Paul, Minn	14	Housekeeper Corporation, Minneapolis, Minn	9	Rawleigh Co., W. T., Freeport, Ill	9
Brown, M. B., Ptg. & Bdg. Co., New York City	45	Howard, A. T., Co., Boston, Mass	13	Read Printing Co., New York City	10
Brush, O. B., Corp., Brooklyn, N. Y	6	Howell, F. M. Co., Elmira, N. Y	5	Rees Printing Co., Omaha, Neb	5
Bryant Press, Toronto, Ont., Can	6	Hunter Rose Co., Toronto, Ont., Can	5	Regan Printing House, Chicago, Ill	9
Butterick Publishing Co., New York City	20	International Magazine Co., New York City	10	Regensteiner Colortype Co., Chicago, Ill	36
Buxton & Skinner Stationery Co., St. Louis, Mo	20	International Textbook Co., Scranton, Pa	12	Remington Printing Co., Providence, R. I	5
Capper Publications, Topeka, Kan	53	Interstate Printing Co., St. Louis, Mo	12	Review & Herald Pub. Assn., Washington, D. C	8
Carey Printing Co., Bethlehem, Pa	5	Jensen Printing Co., Minneapolis, Minn	9	Riverside Press, Cambridge, Mass	19
Carey Show Print, New York City	5	Jersey City Printing Co., Jersey City, N. J	12	Rockwell & Churchill Press, Boston, Mass	7
Case, Lockwood & Brainard Co., Hartford, Conn	11	Johnson & Johnson, New Brunswick, N. J	12	Rogers & Co., Chicago, Ill	3
Chapple Publishing Co., Dorchester, Mass	18	Joyce, Kane & Albrecht, Chicago, Ill	5	Rotary Gravure Press, San Francisco, Cal	5
Clement, J. W., Co., Buffalo, N. Y	19	Judd & Detweiler, Inc., Washington, D. C	14	Rotoprint Gravur Corp., New York City	7
Collier, P. F., & Son, New York City	10	Kable Bros. Co., Mt. Morris, Ill	9	Roycrofters, The, East Aurora, N. Y	5
Columbian Colortype Co., Chicago, Ill	8	Kansas State Printer, Topeka, Kan	5	Rumford Press, Concord, N. H	25
Commercial Printing Co., Akron, Ohio	5	Karle Litho. Co., Rochester, N. Y	7	Savage, J. B., Co., Cleveland, Ohio	5
Commonwealth Press, Worcester, Mass	11	Kehlmann, L., Co., New York City	10	Schilling Press, New York City	11
Conde Nast Press, Inc., Greenwich, Conn	12	Kehm, Fietzsch & Miller Co., Chicago, Ill	10	Schleuter Ptg. Co., New York City	5
Cootey Co., Minneapolis, Minn	5	Keith, Geo. E., Shoe Co., Brockton, Mass	6	Scribner, New York City	24
Corday & Gross Co., Cleveland, Ohio	9	Kellogg, Andrew H., Co., New York City	6	Seam, Rockwell & Co., Chicago, Ill	28
Cornelius Printing Co., Indianapolis, Ind	7	Kenfield, Leach Co., Chicago, Ill	20	Silver-Howland Press, Boston, Mass	5
Corson Mfg. Co., Lockport, N. Y	7	Ketterlings Litho. Mfg. Co., Philadelphia, Pa	9	Shelby Salesbook Co., Shelby, Ohio	14
Crowell Publishing Co., Springfield, Ohio	25	Kimball, Storer Co., Minneapolis, Minn	8	Simonds, C. H., & Co., Boston, Mass	25
Cuneo-Henneberry Co., Chicago, Ill	28	Kingsport Press, Kingsport, Tenn	8	Simpson & Doerfer Co., Baltimore, Md	22
Curran, Con P., Ptg. Co., St. Louis, Mo	17	Klebold Press, New York City	5	Smith, John P., Ptg. Co., Rochester, N. Y	12
Curtis Publishing Co., Philadelphia, Pa	163	Knoz Printing Co., New York City	11	Southern Publishing Assn., Nashville, Tenn	5
Dancey-Davis Press, New York City	7	Langer, Ed., Ptg. Co., Jamaica, N. Y	15	Southgate Press, Boston, Mass	25
Daniels Printing Co., Boston, Mass	5	Lapides Printing Co., New York City	8	Springfield Ptg. & Bdg. Co., Springfield, Mass	9
De La Mare, A. T., Ptg. & Pub. Co., New York City	7	Lau, Max, Colortype Co., Chicago, Ill	8	Starkey, L. H. Co., New York City	6
De Vinne Press, New York City	27	Lipshitz Press, New York City	10	Stearns Bros. Co., Chicago, Ill	5
Diamond Press, New York City	7	Little, J. J., & Ives Co., New York City	39	Stetson Press, Boston, Mass	6
Donnelley, R. R., & Sons Co., Chicago, Ill	57	Livermore & Knight Co., Providence, R. I	7	Stirling Press, New York City	7
Donohue, M. A., & Co., Chicago, Ill	24	London Ptg. & Litho. Co., London, Ont., Can	7	Stone Ptg. & Mfg. Co., Roanoke, Va	7
Doty Pub. Co., Des Moines, Iowa	24	Loring Artell Co., Springfield, Mass	7	Stovel Co., Winnipeg, Man., Can	23
Doubleday, Page & Co., Long Island, N. Y	32	Lyon, J. B., Co., Albany, N. Y	11	Stratford Press, New York City	16
DuBos Press, Rochester, N. Y	6	Mack, Joseph, Ptg. Co., Detroit, Mich	15	Strobridge Litho. Co., Cincinnati, Ohio	14
Dun, R. G., & Co., New York City	11	Maclean Publishing Co., Toronto, Ont., Can	11	Stromberg-Alten & Co., Chicago, Ill	6
Eaton, T., & Co., Toronto, Ont., Can	18	Madison Square Press, New York City	10	Studley, R. P., & Co., St. Louis, Mo	7
Eaton, T., & Co., Winnipeg, Man., Can	10	Magill-Weinsheimer Co., Chicago, Ill	5	Successful Farming Pub. Co., Des Moines, Iowa	13
Educational Publishing Co., Dorchester, Mass	10	Mail & Express Job Print, New York City	10	Summers Printing Co., Baltimore, Md	17
Edwards & Broughton Co., Raleigh, N. C	5	Manz Engraving Co., Chicago, Ill	2	Swift & Co., Chicago, Ill	8
Edwards & Franklin Co., Cleveland, Ohio	5	Maqua Co., Schenectady, N. Y	25	Technical Press, New York City	27
Eiert Printing Co., New York City	13	McCall Publishing Co., New York City	30	Thomson-Ellis Co., Baltimore, Md	8
Ellis, Geo. H., Co. (Inc.), Boston, Mass	9	McCaskey Register Co., Alliance, Ohio	10	Thomson & Co., New York City	8
Eschenbach Printing Co., Easton, Pa	18	McGraw-Hill Co., New York City	18	Tolman Print, Inc., Brockton, Mass	7
Essex Press, Newark, N. J	18	McGrath-Sherrill Press, Boston, Mass	24	Transo Envelope Co., Chicago, Ill	23
Excelsior Printing Co., Chicago, Ill	7	Methodist Book Concern, New York City	28	Trautman, Bailey & Blampye New York City	5
Fairborn Co., Chicago, Ill	7	Metropolitan Life Ins. Co., Long Island City, N. Y	13	U. S. Printing & Litho. Co., Branches	112
Farmers' Advocate, Winnipeg, Man., Can	5	Metropolitan Syndicate Press, Chicago, Ill	13	University Press, Cambridge, Mass	22
Farnham Ptg. & Staty. Co., Minneapolis, Minn	47	Meyer-Rotier Co., Milwaukee, Wis	12	Usher, Samuel, Boston, Mass	9
Federal Printing Co., New York City	5	Middleditch, L., Co., New York City	13	Vail-Ballou Co., Binghamton, N. Y	8
Fell, Wm. F., & Co., Philadelphia, Pa	14	Morrill Press, Fulton, N. Y	13	Vickery-Hill Pub. Co., Augusta, Me	8
Ferguson, Geo. L., Co., New York City	14	Multi-Colortype Co., Cincinnati, Ohio	10	Vieland Press, New York City	7
Ferris Printing Co., New York City	11	Munsey, F. A., Co., New York City	10	Wallace Press, Chicago, Ill	9
Fleet McGinley Co., Baltimore, Md	9	Murphy, Thomas D., Co., Red Oak, Iowa	9	Washington Press, Boston, Mass	11
Flint Printing Co., Flint, Mich	7	National Capital Press, Washington, D. C	11	Webb Publishing Co., St. Paul, Minn	18
Foley & Co., Chicago, Ill	7	National Ptg. & Pub. Co., Chicago, Ill	8	Weidner, F., Ptg. & Pub. Co., Brooklyn, N. Y	5
Forbes Litho. Mfg. Co., Chelsea, Mass	46	Neo Gravure Corp., New York City	5	Wells & Co., Chicago, Ill	16
Forman-Basset-Hatch Co., Cleveland, Ohio	5	Neumann Bros., New York City	5	West Publishing Co., St. Paul, Minn	34
Ft. Wayne Printing Co., Ft. Wayne, Ind	7	38 BROAD STREET BOSTON, MASS.	6	Western Methodist Book Concern, Cincinnati, O	22
Chas. Francis Press, New York City	14			Western Newspaper Union, Branches	31
Franklin Press, Detroit, Mich	7			Western States Envelope Co., Milwaukee, Wis	5
Franklin Printing Co., Philadelphia, Pa	40			Whitney, George C., Co., Worcester, Mass	7
Gair, Robert, Co., Brooklyn, N. Y	42			Williams Printing Co., New York City	46
Gaw-O'Hara Envelope Co., Chicago, Ill	6			Wool Envelope Co., Cleveland, Ohio	7
Gazette Printing Co., Ltd., Montreal, Que., Can	14			Woodward & Tiernan Ptg. Co., St. Louis, Mo	33
Genesee Valley Litho Co., Rochester, N. Y	5			Wright & Potter Ptg. Co., Boston, Mass	16
Giles Printing Co., New York City	5			Wynkoop, Hallenbeck, Crawford Co., New York	22
Gilson, F. H., Co., Boston, Mass	6			Youth's Companion, Boston, Mass	11
				Zeeze-Wilkinson Co., New York City	32
				Zion Institutions & Industries, Zion, Ill	6

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Composing Room Cylinder

VANDERCOOK Rigid Bed Composing Room Presses

Built in Several Models and Sizes

Select those Best Suited to Your Needs



Roller Series Press

Their Merit Speaks for Them

VANDERCOOK PRESSES are the exponents of Precision.

Precision approaches Perfection.

Perfection Saves Time.

Saving of Time Reduces Cost of Production.

Reduced Cost of Production means Efficiency.

Efficiency Stimulates Business.

And Accuracy, the mother of Precision, develops the Mind of Artisan and Thinker.

VANDERCOOK & SONS have been established in their new factory about a year. They have been able to improve accuracy of construction and are building better machines than before being equipped with the most modern of tools.

VANDERCOOK & SONS, 1716-22 W. Austin Ave., CHICAGO, ILL.

ENGLAND RESPONDS TO PRECISION

That Great Britain is cordial to the right kind of American made machinery is evidenced by the recent installation of **Vandercook Rigid Bed Composing Room Presses** in the following offices:

	No. Presses
Kelly's Directories, Ltd.	5
Kynoch Press	1
Hazell, Watson & Viney, Ltd.	2
Cornwall Press, Ltd.	6
Yorkshire Evening Argus	1
Bemrose & Sons, Ltd.	2
Amalgamated Press, Ltd.	2
Vick, Ashworth & Co., Ltd.	1
Express Composition Co.	2
W. S. Cowell, Ltd.	1
Campfield Press	1
Temple Press, Ltd.	2
Stanhope Press	1
W. Speight & Sons	1
J. Haddon & Co.	1
Newcastle Daily Journal	1
Record Composition Co.	1
Richard Clay & Sons	1
Liverpool Post	1
Victor Press, Ltd.	3

The above machines installed by Baker Sales Co., London.

Represented by: American Steel Chase Co., New York; Independent Printers' Supply Co., San Francisco and Los Angeles; R. W. Hartnett Co., Philadelphia; C. I. Johnson Manufacturing Co., St. Paul; Baker Sales Co., London, England; Alex. Cowan & Sons, Ltd., Australia and New Zealand.

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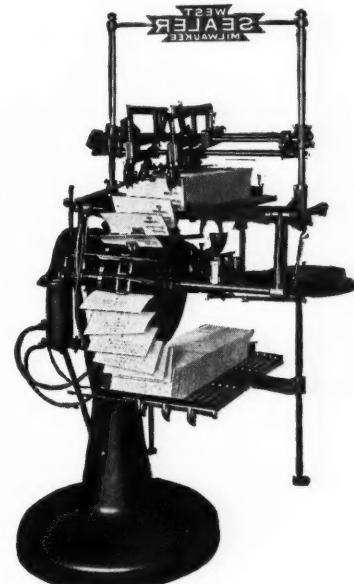
EXHIBITOR
Graphic Arts Exposition
Milwaukee, August 18-23, 1924

The West Sealer

Automatically Feeds and Seals
5500 Broadsides per Hour

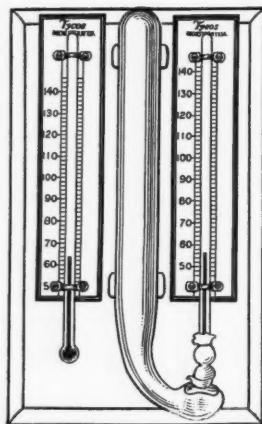
Write for Free Trial Offer and Samples of Work

Dealers Write

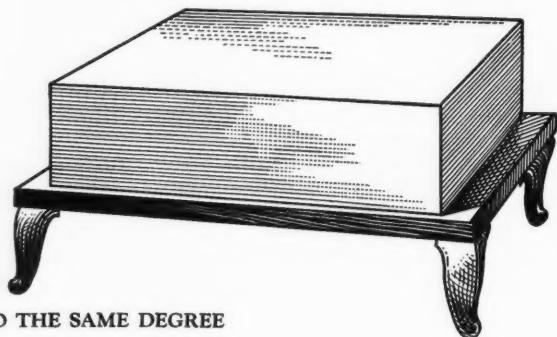
Model "E" West
Automatic Sealer

West Manufacturing Co., 137 Second St., Milwaukee

INEVITABLY

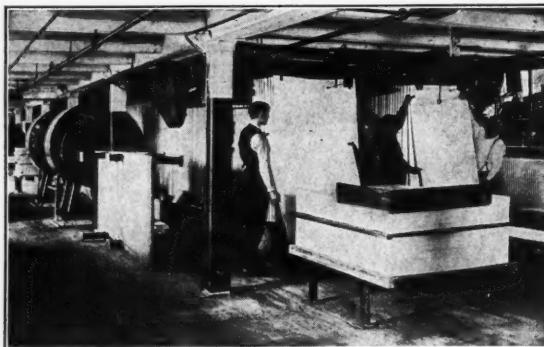


← WHEN THIS CHANGES → THIS CHANGES



— AND TO THE SAME DEGREE

When your paper goes to the press does it conform in moisture content—uniformly throughout—to the humidity of the pressroom? Does it lie perfectly flat? Even where pressroom atmosphere is carefully regulated by artificial means, the paper must still be made to adjust itself—uniformly—to that atmosphere. How do you handle the problem? Future progress in the printing and lithographing field toward greater production, less waste and lower costs lies in this direction—and yet many do not give this subject anywhere near the attention and study its importance demands, but rather passively accept antiquated, costly, and wholly inadequate methods.

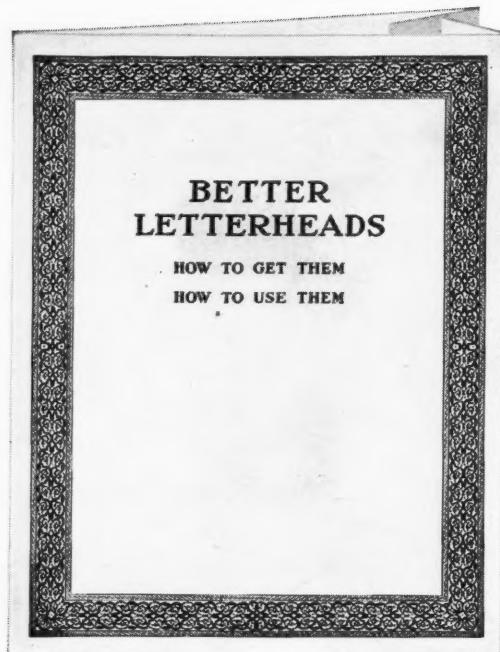


The Stecher Curing Machine is a patented equipment which scientifically conditions stock—damp, green, or dry stock—to the actual temperature and humidity of the pressroom atmosphere, and delivers the paper to the presses, thoroughly seasoned, in two hours time. The hourly capacity depends upon the size of machine sections, which in turn is determined by your particular requirements.

For complete and specific information give size of your largest sheet
and your average daily consumption

The machine also performs the supplementary services of rapidly drying and setting inks between colors, and before bronzing or cutting. It saves, beside time, a large amount of precious space in the usually overcrowded pressroom. It eliminates buckling, curling, ruffling; relieves static troubles; makes perfect register possible; and greatly expedites production.

THE WILLSEA WORKS
Engineers : Founders : Machinists
ROCHESTER, NEW YORK, U. S. A.



Effective Correspondence



Relieving Office Routine

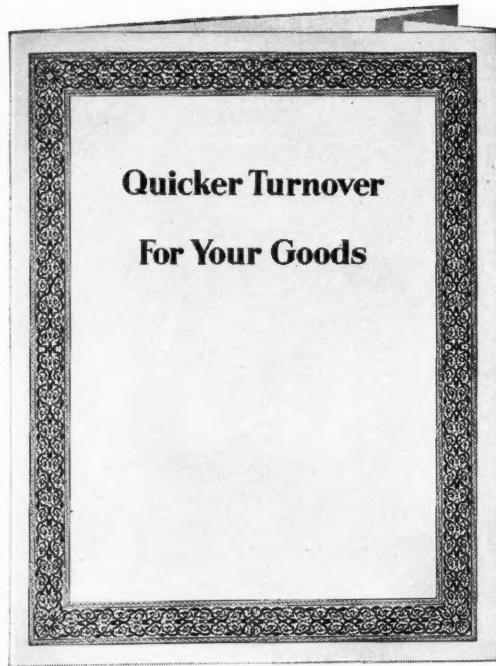
These Hammermill Portfolios Will Help You Sell Printing

Forms and letterheads are bought not for the paper and ink in them, but for what they do.

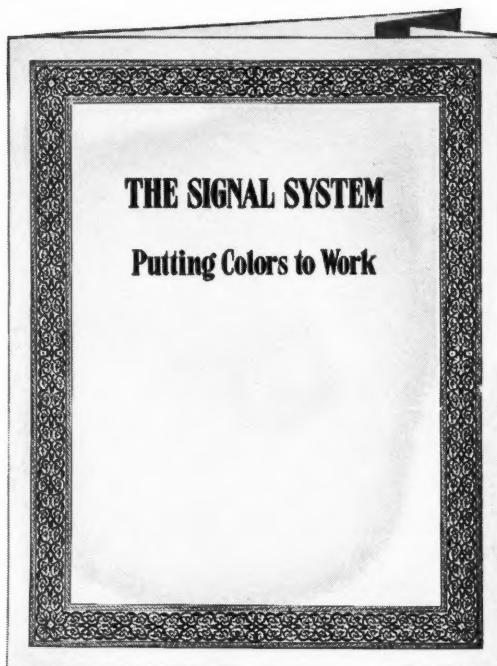
If you will sell the **usefulness** of printing, you will sell **more** printing. These Hammermill Portfolios are not just sample books, they are **idea** books. You can turn these ideas into orders for printing, orders that mean immediate profits and future reorders.

Use these Hammermill Business Portfolios to sell printing. Send the coupon on the right hand page for those titles you think will be helpful.

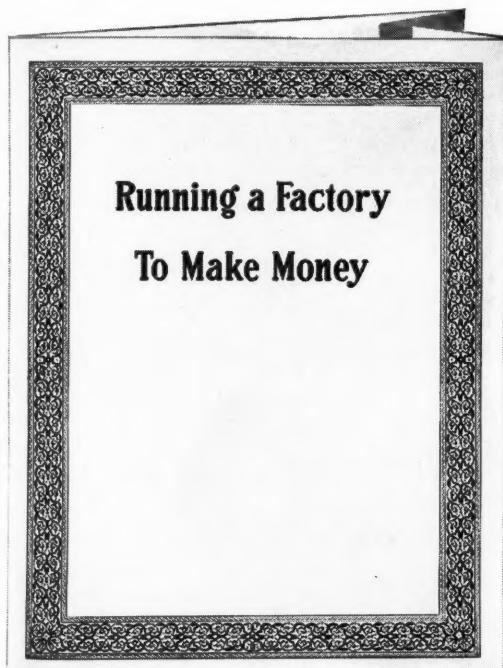
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Saving Time and Mistakes



Factory Management

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Hammermill Paper Co.,
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Gentlemen:

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ANNOUNCING



A New Service to Printers and Manufacturers

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This permanent exposition will enable any buyer or prospective buyer to see and compare new equipment, and select what is best suited to his individual needs.

Printers may come to the Printing Trades Offices any time after July 1st, for information and help on methods, machinery or supplies. They can save time and trouble—use our information bureau to find any manufacturer or product, to answer questions, to help solve their problems.

To Manufacturers of Printing Products:
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Printing and Allied Trades Offices and Permanent Display

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Engraving by Suffolk Engraving and Electrotype Co.,
Cambridge, Mass.

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"Every year of my life I grow more convinced that it is wisest and best to fix our attention on the beautiful and good and dwell as little as possible on the dark and the base."
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ARTWARE will pay you larger dividends than you now think possible. Be convinced by sending for samples. They will be supplied by the makers or the distributors listed on the reverse side of this page.

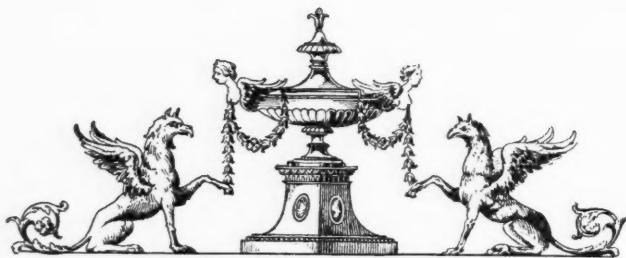
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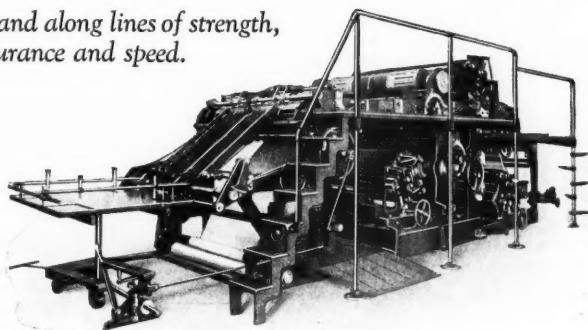
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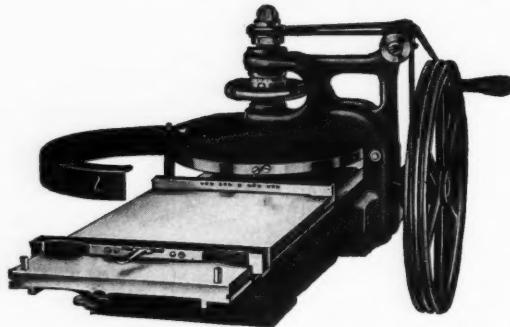
It is incomparable to any equipment of its kind that has ever been offered the trade. There is a place for everything in the most accessible position.

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TYPE-HI DISC PLANER

BOSTON Staple Binder Style A



BOSTON
Staple Binder Style A

Produces a quality of stapling that equals high-grade wire stitching. Fine round wire clinched perfectly flat and binding securely makes the work of the Boston Stapler attractive and satisfactory.

Easily operated by foot power, with reversible driver and with paper covered staples that save waste and permit changes of sizes without loss. Flat and saddle table, staple supporter, movable clinchers, and small maintenance expense—an ideal machine for the small printing office, factory or counting room. Carried in stock at all Selling Houses.



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From floor to seat 16 inches and higher.



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A Revolving and Adjustable Stool with steel frame, hard-wood bent back rest and $14\frac{1}{2}$ inch diameter hard-wood seat.

Made in various adjustable heights.



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Steel parts finished in baked olive green enamel.

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"Used but Good"

These are high-speed machines for doing high-grade printing. They print from curved plates fastened to the plate cylinders, taking stock from webs. Their speeds differ, but most of them are supposed to run from 3,500 to 4,000 impressions per hour, both sides of the sheet—some delivering sheets flat, others folding their product—some with an extra color on one or both sides.

No. 486—Hoe Rotary, 48 pages, $11\frac{1}{4}$ x $16\frac{1}{2}$ inches, covers, inserts, wire stitched.

No. 470—Cottrell Rotary, 96 pages, $6\frac{3}{4}$ x $9\frac{3}{4}$.

No. 463—Cottrell Rotary, delivering flat sheets from $40\frac{1}{4}$ x 49 inches to $40\frac{1}{4}$ x $60\frac{1}{2}$ inches. Extra color on one side.

No. 462—Goss four-color Press, delivers flat sheets 33 x 45 inches, or folded to $8\frac{1}{4}$ x $11\frac{1}{4}$ inches.

No. 439—Cottrell Rotary, 64 pages, $6\frac{3}{4}$ x $9\frac{3}{4}$ inches.

No. 430—Cottrell Rotary, 40 pages, $10\frac{3}{4}$ x $15\frac{3}{8}$ inches, or 80 pages $7\frac{1}{16}$ x $10\frac{3}{4}$ inches.

No. 418—Cottrell Rotary, 32 pages, $10\frac{1}{2}$ x $14\frac{1}{2}$ inches. Extra color both sides.

No. 410—Cottrell Rotary, delivering flat sheets from 29 x $45\frac{1}{2}$ to 33 x $45\frac{1}{2}$ inches.

No. 409—Cottrell Rotary, delivering flat sheets from 33 x $42\frac{1}{2}$ inches to 33 x 46 inches.

No. 404—Hoe rotary, 72 pages, $12\frac{1}{4}$ x 9 inches to 10 inches; or 128 pages, $9\frac{1}{8}$ x 6 to 7 inches.

No. 400—Hoe Rotary, 48 pages, $9\frac{1}{2}$ x $12\frac{1}{2}$ inches, wire stitched. Extra color.

No. 349—Cottrell Rotary, 96 pages, from $7\frac{1}{8}$ x $10\frac{1}{4}$ inches to $7\frac{1}{8}$ x $10\frac{3}{4}$ inches. Extra color both sides.

No. 310—Cottrell Rotary, 32 pages, $10\frac{1}{2}$ x $14\frac{1}{2}$ inches.

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Send us details of any long-run publications or catalogs you print—perhaps we can save you a lot of money in cost of production.

We have many other good machines for sale.

*Send for our List No. 41 of Surplus
Printing Equipment.*

Baker Sales Company

200 Fifth Ave., New York City

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The Inks used on this sheet are some of our Every-Day Colors, printed on a cylinder press, single rolled, without slipsheeting, under normal pressroom conditions. Note the brilliancy and smoothness.

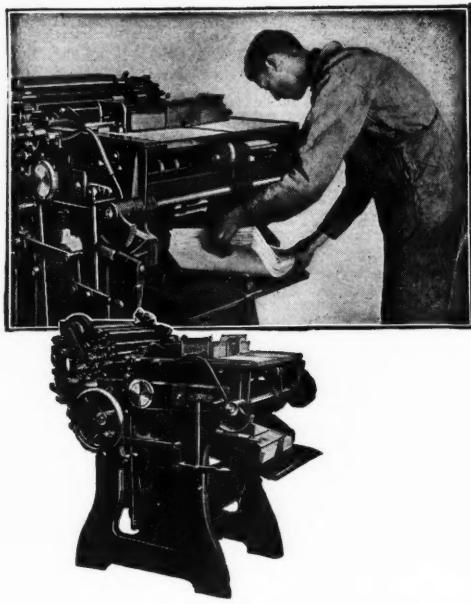
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<i>Green</i>	<i>No. 1545-82</i>
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"Here and Everywhere"

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7500 Impressions per Hour

Here is the Press You Need

Envelopes, died out or made up, tags, letter heads, office forms and general run of commercial printing.

Maximum Size 16½" x 19"
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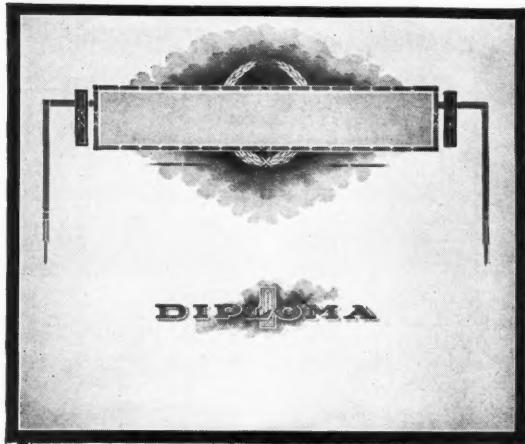
Any stock from tissue to light cardboard. Work is delivered printed side up and always in sight of the operator.

All parts are readily accessible—the Press is extremely simple throughout.

It is sturdily constructed for hard continuous service and will give complete satisfaction.

Write today for catalog and full information or send us some of your samples that you cannot feed on your present presses. No obligation, of course.

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Go to Goe's for

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An excellent assortment of blank lithographed Diploma designs, appropriate for Public and Parochial, Common and High Schools, Colleges and Universities; so arranged that they can easily and effectively be overprinted from type with the required special copy.

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MILLER NEWS NOTES

Live matters of interest pertaining to the Miller Saw-Trimmer Company, Pittsburgh, Pa., manufacturers of the well known Miller Automatic Feeders, Miller Ideal and Craftsman Units, Miller High-Speed Presses, Miller Saw-Trimmers and Miller Labor Saving Accessories. Descriptive matter sent on request.

Miller Saw-Trimmer Company Service

The writer has enjoyed the rather unusual privilege to know and watch the beginning and development of the real spirit of service as rendered by the Miller Saw-Trimmer Company of Pittsburgh, since the first Miller Automatic Feeder was placed on the market more than a decade ago.

He can recall the days when it was thought the platen automatic feeder market would reach the saturation point when five thousand machines were sold, it being estimated that approximately this number of Miller-Equipped Presses would handle the platen press work of the country at that time.

The Miller Automatic Feeder was conceived in the desire to lessen the drudgery of hand feeding and at the same time to increase production, improve the quality of the product and of prime importance, lower costs.

One can readily picture the scene in the old hand-fed days—the rows of platens with the human feeders weaving back and forth throughout the long hours of the day—a scene of wasted energy with quality results and production volume dependent entirely upon human dexterity and physical powers of endurance. Compare this picture with that of today—a line of Miller Feeder-Equipped machines automatically operating at speeds greatly in excess of that of the old days, ticking off their prescribed number of impressions per hour with the regularity of a clock, each sheet mechanically registered to the thousandth of an inch, spotlessly clean and free from unsightly smudge or fingermarks. Note, too, the absence of the costly human element—in many shops one pressman operating as many as four machines, more commonly three and never less than two.

Early in its history the production of Miller Machines was put into the hands of Mr. Walter H. Smith, now Second Vice-President and General Works Manager. Mr. Smith was a prolific inventor. He perfected among other things, one of the first automatically-fed offset presses—a machine which today is the leader in its class. To his mechanical genius may be ascribed the present-day perfection of the Miller Automatic Feeder, and its adoption as "standard equipment" in more than ten thousand of the most progressive and prosperous shops in this country and abroad, in the aggregate operating upward of twenty thousand Miller Feeder-Equipped Chandler & Price Presses.

The Miller Feeder has so revolutionized the production possibilities of the platen press and the Miller Feeder-Equipped platen of today is so well recognized throughout the world as being the most highly productive, most economical and most profitable



Mr. Walter H. Smith
Second Vice President and General Manager
Miller Saw-Trimmer Company

commercial printing unit offered the trade, that a saturation point is highly improbable and beyond contemplation.

As a result the sale of Miller Feeders is constantly increasing in platen shops and more and more of the heretofore exclusive cylinder shops are installing them—all of which proves beyond question of doubt that money spent for this equipment is the best investment for quick returns the printer can make.

The first Miller salesmen, most of them, had to be more or less repairmen as well as salesmen. There were a few mechanical erectors who had been trained to demonstrate and adjust the machines, stationed at strategic points where they could best serve the growing number of Miller users.

In a short time the sale of Miller Feeders reached a volume where it became necessary to establish at the factory a separate service department, where the activities of that branch of the business could be handled by men well fitted and studiously trained to demonstrate and adjust the machines.

Branch service stations increased in number until today every branch office is manned by demonstrators who have had special training in the construction and maintenance of the various machines and accessories now marketed by the mammoth Miller plant. In addition to the service stations at the branch offices there are also

about sixty additional demonstrators located in the outlying territories who are ready at a moment's notice to respond to emergency telephone or telegraph calls. In all, there are about one hundred men in the field service force of the Miller Saw-Trimmer Company.

Perhaps the outstanding element to which may be accredited the established reputation and success of the Miller Feeder, in so far as its mechanical merit is concerned, is the selection of the men who do this work.

It may be surprising to many who use the machine daily, and who have come to look upon it as a dependable money-maker in their plant, to learn that every applicant for a position in the Miller Service Department must first be a competent platen pressman; he must prove his peculiar ability to first love, then understand mechanical devices in general when explained to him; he must have the particular mechanical temperament that will enable him to not only quickly diagnose the difficulty but also correct it. He must also prove his possession of the traits of good business tact and courtesy that will make him a welcome and popular visitor every time he contacts with the owner or operator of a Miller Feeder, and incidentally, he must first convince his prospective employer that he has a definite ambition to join the Miller organization. Then and then only is he permitted to make a formal application to be numbered as a Miller Service Man.

These "students," for such they are in every sense of the world, are then given an intensive, practical training in the actual building of various types of Miller machines. Right here it may be noted, too, that this training is about 90 per cent practice and 10 per cent theory; for the magnitude of the business is such that in the training school there are always enough machines being assembled to permit the new man to gain firsthand actual experience in his chosen profession, for "profession" it really is.

The company, in providing proper supervision of its demonstrators, maintains a corps of traveling examiners, who periodically visit all of the service stations, there to hold examinations of the field men—to see that new devices and improvements are properly explained and understood by these men, who form the vital contact between the company and its thousands of customers.

The net result of this system is that every man who is trained by the Miller Saw-Trimmer Company to review its machines is an expert in his line; he likes his job, is anxious to uphold the high standards established by his company and he has absolute confidence in his ability to do so.

—Advertisement.

June, 1924

THE INLAND PRINTER

12,401 Plants Operating Miller Machines

A census of printing plants in this country recently conducted by the Miller Saw-Trimmer Company reveals the impressive number of 12,401 plants, operating upwards of 25,000 Miller Platen Press Feeders, Miller "High-Speed" Presses and Miller Saw-Trimmers.

The fact that more than one-third of the printers in the United States are "Millerized" is an outstanding, all-encompassing testimonial as to the distinctive merits of Miller Machines and Miller Service. It is only the highest type of efficiency that warrants repeat orders from first buyers and that influences first buyers to spread the news to their neighbors, thereby establishing a popular demand.

These figures furnish a sales argument far more impressive than bromidic platitudes, or extravagant assertive claims unsupported by universal user knowledge and experience.

Second Miller Feeder Built Still on the Job

The Miller Saw-Trimmer Company submits the following letter as evidence of the inbuilt strength and durable construction which characterized the very first Miller Automatic Feeders built, more than eleven years ago:

April 21, 1924.

Gentlemen: We are enclosing our check for \$50.00 to cover the expense of rebuilding our Miller Feeder No. 2, which we purchased from you in 1913.

We are very much pleased with the way the machine is operating. It is doing fine work and so far as I can see is every bit as good as any of the four Miller Feeders we are operating.

Very truly yours,

GREENE PRINTING COMPANY,
(Signed) W. A. Greene, Pres.
Enterprise Bldg., Milwaukee, Wis.

So far as is known by the manufacturers there has never been a Miller Feeder "scrapped" on account of wear developed through years of constant use. Truly a wonderful record, considering the large number of Millers that have been in daily operation for ten years or more.

"Show-Me Show" at Cleveland Great Success

The "Show-Me Show" conducted by the Miller Saw-Trimmer Company in Cleveland, May 7-17, inclusive, under the direction of Mr. Dan J. Burns, Ohio Representative, was well attended and highly successful from the standpoint of sales. The opening day was auspiciously marked by sales approximating \$10,000—a first day record. All of the several machines constituting the exhibit were sold during the run of the Show, and many additional orders were booked for immediate delivery from the Pittsburgh factory.

General Sales Manager John D. Babbage has been busily engaged in promoting the success of the Miller "Show-Me Show" in Cleveland.

Bernard Elliott has recently been appointed Western Manager of the Miller Saw-Trimmer Company, with headquarters at Chicago Branch.

Two Indispensable Aids to Quality and Production

The accompanying operating view of the Miller Electric Sheet Drier and Double Vibrating Distributors gives a comprehensive idea of the manner of their application to a Miller Feeder-equipped press. Among the many appliances designed to improve the quality of work and increase the production of the Gordon press, none have so completely fulfilled the popular demand or been more universally adopted than these two contributing aids to more and better work.

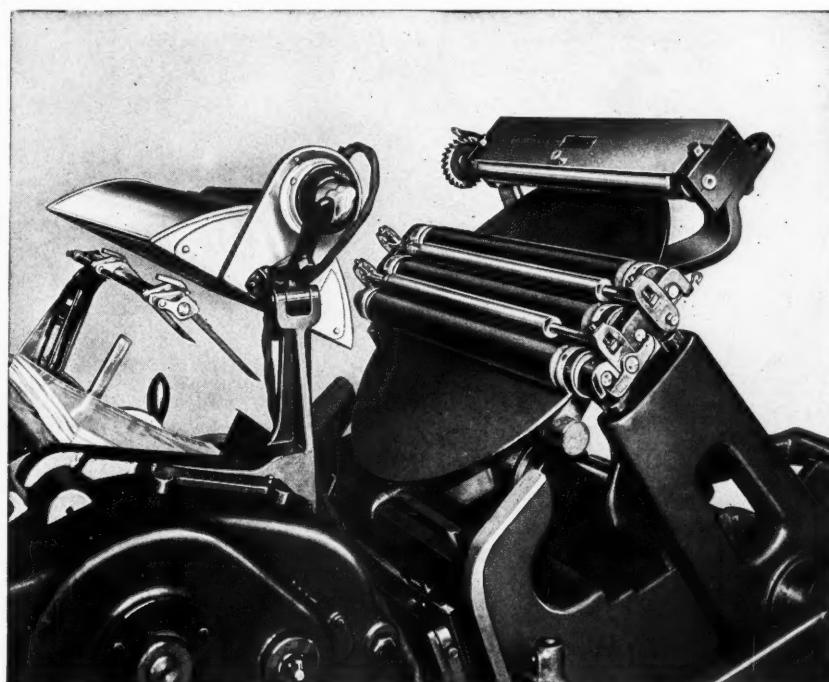
Miller Electric Sheet Driers

The Miller Electric Sheet Drier, applicable to 10x15, 12x18 and Craftsman Miller Feeder-equipped presses, represents the very

ery of printed work direct from the press. It is a contributing aid to quality on rush work in that it permits of a "full color" being carried.

Miller Double Vibrating Distributors

Miller Double Vibrating Distributors are applicable to all sizes of Old and New Series C & P Presses, either Miller Feeder-equipped or open hand-fed machines. The two Vibrators, upper and lower, operate independently of each other—may be worked singly, or in combination as illustrated. While a single Vibrator will increase distribution to a marked degree, and improve the quality of work generally, the two in combination are doubly efficient—equaling or surpassing the results secured by double rolling.



Miller Electric Sheet Drier and Miller Double Vibrating Distributors

latest development of what is known as the Westinghouse Reflector type of electric heater.

Differing from the ordinary type of electric sheet driers which attach to a lighting socket, the Miller is attached direct to the power circuit. In this way sufficient current is directed through the heating elements, to produce an intense degree of heat, which is necessary to set the ink in running heavy "solids." A four-point switch, with points plainly indicated, "Off," "High," "Medium" and "Low," makes it possible to instantly regulate the volume of heat to the particular requirements of the job in hand.

The device is easily attached, simply replacing the feed quadrant guard on feeder gear housing—no holes to drill or special fittings of any kind. It may be instantly raised to an upright position when desired, giving free access to feeder delivery.

The Miller Electric Sheet Drier is indispensable in shops doing fine color and half-tone work where slip-sheeting is common practice, and also in the quick-service plant where it is necessary to make prompt deliv-

ery of printed work direct from the press. These rollers are held in place by substantial steel catches engaging the roller bearings—absolutely secure under highest operating press speeds. They are shipped completely assembled ready for attaching—simply clip into place and start up the press—no tools required other than the fingers, no holes to drill, no special machine fittings of any kind.

With the investment of a comparatively small amount, Miller users can now equip their Miller Units with Miller Electric Sheet Driers and Double Vibrating Distributors, thereby enabling them to turn out almost everything except large catalogues and book work at as low, or lower, cost than the large metropolitan printer with whom they are often forced to compete. In other words, these devices serve to broaden the scope of operations of the smaller shop, pointing the way to bigger business, increased profits and a more prosperous future. Printers interested can obtain descriptive matter and prices by dropping a line to Miller Saw-Trimmer Company, Pittsburgh.—Advertisement.

THE INLAND PRINTER

*The Leading Business and Technical Journal of the World
in the Printing and Allied Industries*

HARRY HILLMAN, EDITOR

Volume 73

JUNE, 1924

Number 3

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WEALTH IN BOOKS



Give me a book, within whose covers there is even a single line, from which something can be learned that will widen my knowledge or make my soul more knowing, or my heart more sympathetic; and you can have the entire balance of the wealth of the Universe



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The Inland Printer

LEADING BUSINESS AND TECHNICAL JOURNAL OF THE WORLD IN THE PRINTING AND ALLIED INDUSTRIES

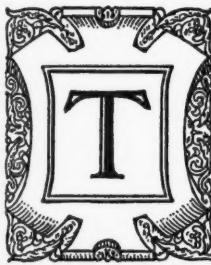
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Musings on a Line of Type

By JULIAN B. ARNOLD



RADE was born deaf and dumb. The line of type gave it hearing and speech. Years ago — more than it were decorous to recall too exactly — there fell to the writer of this paper the privilege of assisting in the preparation of the famous expedition of Henry M. Stanley which crossed Africa from east to west, completed the discoveries of Livingstone, mapped the course of the Congo, resulted in the founding of the Congo Free State, and opened the Dark Continent to the light of civilization.

Absorbingly complex is such a task where one has to provide all things likely to prove necessary or useful during a three years' plunge into the untrdden wilderness, and many of the items must be chosen in utter ignorance of all chances that may befall, for wheresoever in time and space of our mundane existence the line of type has not penetrated, the mists and tangles of the jungle are too dense for our vision. In those pioneer days of African travel one of the details requiring most care was the selection of the color and shape of the beads to be carried for barter, the thickness of the brass wire used by the natives for conversion into bracelets, anklets and necklaces, and the quality and patterns of the cotton cloth likely to be in demand amongst the tribes through whose territories the expedition would pass. Fashions change amongst the ladies of Central Africa even more quickly than amongst those of the western world, and the scantiness of their attire (I am, of course, making no reflections on the ladies of the Occident, but confine my remarks to those of Africa) is in inverse ratio to the completeness of their compliance with the dictates of the vogue prevailing in their districts. Where you may purchase ample food for one year in exchange for, let us say, blue

beads, thin brass wire and white cottons, the next year you and your followers will surely starve unless you can supply the simpering belles of the locality with red beads, thick brass wire and cottons stamped with gorgeous designs. The goods which were formerly desired have become out of date. Safety therefore lies in transporting upon the heads of numerous "boys," as the Swahili porters are called, an assortment of goods likely to be popular with the tribes encountered. This was the rule in the late seventies of the last century when means were lacking, other than the experiences of previous travelers, of gaging the changeful fancies of peoples so remote as those dwelling by the Victoria Nyanza or the Lualaba. The line of type had as yet no counsel to give, and so the distant markets were mute.

Then came the era of exploration, spheres of influence, oceanic cables, and the whirring wheels of a myriad printing presses. And in a few years every village of Africa had been brought into the net of universal commerce. The terra incognita which Stanley called the Dark Continent bore now upon its shoulders the cross of civilization, a railroad running north and south from Cairo to Capetown, and transversely one from Mombasa on the East to the Congo on the West. Every advanced nation sought to make the new field prosperous, pouring into its untilled wastes machinery and mechanics, motors and money, until all Christendom wears its diamonds and its gold; while in the Congo regions alone America has invested a billion dollars towards the development of its resources. For forty centuries Africa had slept. In forty years of restless waking it found itself a potential market of the world. Numberless events conspired to this consummation, but the "open sesame" to the gateways and mysteries of the great continent was the line of type. Miracles are cheap enough.

In Asia and Europe the story has been much the same, although more deliberate in development. With

them, also, trade was born deaf and dumb. In the childhood of commerce merchant and customer were alike ignorant of the needs of the other and brought their objects for barter in packages as mysterious as the sack of a Santa Claus. The gradual usage of scripts on clay, ivory and wood lessened somewhat these handicaps, as gestures are helpful when language is at fault, and the constant intermingling of peoples led to a growing knowledge of lands and products. But it is the line of type in its manifestations of books, trade journals, papers, reports and advertising matter which has given to the East and West their trading ears and lips, broadcasting the call of every buyer and making the modern manufacturer as responsive to each market place and rialto of the world as though he wore the receivers of a radio equipment "set."

Yet, mark you, this same line of type has been a ruthless assassin of the picturesque, compelling Leisure and Ceremony to crouch by the roadside while Speed and Practicality rush past. What endurance, courage and prowess were requisite in the merchant-wayfarer in the days when the world was young, how terror-beset his path, how enmeshed with doubts his every enterprise, how far beyond his dreaming a time when cheap and copious printing should advise him accurately of the requirements of his distant mart and herald there the coming of his goods. Imagine his setting forth with other merchants like himself from some adobe city of central Asia upon a trading quest. Their camels are laden with the merchandise long gathered for the venture, the spices and sweet-smelling woods, roughly woven fabrics, barbaric weapons, ornaments of gold and silver set with colored stones, and wares that have been cunningly wrought in the Orient since the beginnings of time. Upon some of the camels are accommodated the women and children of the caravan, for who may foretell the length of the journey or whether home shall be seen again. For the benefit of the women and children a herd of milch mares and goats stir the dust in the rear, while out upon the flanks of the slowly moving line ride and walk the armed sons and servants and slaves of the traders, since none may know what dangers lurk in the defiles of the desert or in the shadows of the night. Across the wastes, generally pastureless, oftentimes waterless, always infested with robbers, pass these people to their destinations, where they are as likely as not to find the markets already glutted with the goods they have brought so far and through such perils. It has been a gamble between fortune and ruin, and only shrewd guessing and the grace of the gods may favorably incline the scales.

All this has been altered by the line of type. Today upon the Tigris and Euphrates ply steamers bearing the products of the West to the markets of the East, and reloading there with the offerings of central Asia; over the desert trails speed organized lines of trucks and automobiles linking the ancient emporiums of commerce; and at the head of the Red Sea, where Pharaoh chased the fleeing Israelites, the conductor of your train from Egypt cries "Change here for Jerusalem." The

stage settings of history have brought about these transformations, but the living spirit of the drama has been the line of type. All Asia reads today its morning newspaper, whereof there are over thirty in the vernaculars of the Turks, Arabs and Persians, and considerably more than "fifty-seven varieties" in India, not to mention a growing number in China, Burmah and elsewhere. The trade journals of the West are eagerly scanned in the sun-flecked bazaars where Sindbad sold his diamonds to the agents of Harun-al-Raschid, and the languor of the Orient is broken on the wheel of a printing press. *Allah yateek, may God give unto thee.* Great is the line of type, and trading is its profit.

Moreover, if we come to think of it, trade was born not only deaf and dumb but lame also. Its movements were, aforesight, distressingly slow, and those learned in its ways had not yet conceived a phrase so urgent as that "time is the essence of the contract." The line of type has revolutionized such casual views concerning the laggard footsteps of the calendar. Served by cables, telegraphs, wireless telegraphy, telephones and many other sources of swift and exact information never dreamed of by the ancients, it has rendered a new meaning to the wings upon the brows and feet of Mercury.

Consider, if you will, those early adepts of trade, the Phoenicians. Watch one of their galleys making its leisurely course over the Aegean, with sail and oars like some winged water beetle drowsing amid the isles of the dimpled deep. It is a thing of sentience, a living fragment of the scene, a part of the sunshine, movement and color of the world's fairest sea. Note how it courtesies to every wavelet, how it toys with time, how it plays with the sunbeams and the shadows, how it lifts the spray-splashed eyes painted upon its prow to glance at some forbidding rocky promontory, how it noses its way along the verdant shores until it finds some likely looking settlement of men, nestling in a sheltered bay beneath Olympian hills, whose pathways to the abodes of the gods are bowered in olive, vine and clambering rose. Here our galley rests in the tideless shallows of the beach, and forthwith its Syrian merchants disembark, making protestations of friendship towards the wary natives, the whilst they form a rude and defensible camp around their boat. Anon part of their company go up to where the sand and pebbles mingling with the grasses of the land suggest like amity betwixt these rovers and their hosts, and here they spread their wares in small and readily purchasable piles; bronze hairpins, knives and swords from Tyre, glass cups and porcelain vases from Sidon, cloths stained with purple and crimson from Beyrouth, turquoise rings and malachite bracelets from Egypt. Then these men withdraw to their camp and boat lest the fearful natives should suspect treachery.

Presently the townsfolk venture forth, the men armed and alert, the women eager to examine the entrancing objects displayed on the sward by these strangers from the sea. Against each pile of goods they set their simple stores of skins, horns, olive oil, gold, dried fish, or whatsoever they have for exchange, and

in their turn withdraw to the safety of their lines. Now may the Phoenicians come forth to appraise the tenders made and if these are deemed enough they take what has been offered and leave the *quid pro quo*, but where the offer is not sufficient or is of undesirable kind they molest nothing but retire once more as an indication that further or other goods are expected. So pass days in the matching of wits and cupidity and patience in the slow game of barter, neither side wholly trustful of the other, yet neither filching from any pile of goods until that separate deal is closed; for that were to cry havoc and let loose the dogs of war. The lust for profit in the heart of each Phoenician is restrained by the knowledge that if he asks too much the islanders may

refuse to continue the bargaining and carry away their belongings, while the islander, on his part, is wishful to take advantage of the opportunity of disposing of his materials for objects the beauty and desirability of which excite his wonder and envy.

A considerable amount of square dealing doubtless resulted from these methods taught by necessity, but by what perilous and long paths the ends are reached. A single well printed modern advertisement eliminates the whole tedious business and substitutes therefor a brief if unpicturesque order by cable for a shipload of the merchandise desired. Ah, trade was born with the keenest of eyes, but its feet were as slow as the lingering centuries until the line of type gave them wings.

Cause of Defects in Cylinder Presses

Proper and Improper Methods of Correction

By H. L. WHEELER



WIDE range of errors is possible and common in cylinder presses and the difficulties encountered in making proper corrections are so numerous and the cost so great that many of the attempts to develop this line of work have resulted in failure and have never been considered absolutely reliable. The question of proper methods of correcting these defects has been given much attention, but so far no method proposed has been generally adopted. Recent interest has shown that defects heretofore overcome by many hours of makeready have been considered as a necessary evil, and that few printers have ever given a thought to the reason for this condition or have troubled themselves to look for a remedy. Printers as a rule give little thought to problems of machine design or to the many stresses to which a cylinder press is subjected. They expect great things and are prone to complain when things go wrong, though they do not know why so many defects develop.

A proper study of this subject should include at least some of the fundamental principles of machine design, as well as the effect of the many stresses and strains on the various metals of which a press is constructed and the action of those metals under working conditions. The effect of expansion and contraction caused by variations in temperature is a very important consideration in all precision work.

A printing press is essentially a precision machine. It is well known that precision can not be maintained over a long period where great pressure is applied. A good pressman will aim at all times to secure as light an impression as possible with a minimum pressure on the cylinder, for it is evident that no force should be applied to a machine part that will strain it beyond its elastic limit. There is a tendency among pressmen to make heavy impressions even beyond the power limit of

the machine, particularly when the press shows signs of wear. The practice only increases the inaccuracy of the whole machine and hastens the time when it must be replaced by a new one.

The metals of which a press is constructed are subjected to many outside forces. When an outside pressure acts upon a metal it may produce tension, compression, shearing, bending or torsional strains within the metal. Frequently two or more of these strains are produced at the same time. A continuation of these stresses over a long period causes deformation of the metal. Any metal will return to its original position or shape if the stress upon it is not too severe and this property or virtue in metal is known as its *elasticity*. All metals have an *elastic limit* and when they have been stressed beyond it they do not return to their original shape or dimensions, and a permanent deformation is set up.

This deformation is recognized in presses by high and low spots in the cylinder and type bed, which have to be compensated for by many hours of costly and laborious work. When the press is running, the cylinder and type bed are subjected to alternating shock and pressure. This pressure is theoretically evenly distributed over the whole surface as long as the outside circumference of the cylinder remains a true circle and the top surface of the type bed remains a true plane in perfect parallel with the cylinder axis. However, this ideal condition will seldom be found in any press that has been run six months.

If the pressure were applied from the inside of the cylinder instead of from the outside it would have a tendency to preserve its true circular form; but as the pressure is from the outside it tends to increase the slightest variation and change the circle into an ellipse. When once started, this distortion increases rapidly and aggravates the condition of imperfect impressions, incidentally adding hours to the makeready time. Here is where our friend printer throws up his hands in holy horror when he sees an expensive machine eating its

head off and starting him on the road to bankruptcy or the insane asylum. He will discharge one pressman after another in despair, and in his final struggle to extricate himself from impending doom he may call in a service man, who, after making an inspection, will say that the press is in a bad state and must be rebuilt.

The first step in overhauling a badly worn press is to ascertain the condition of the main cylinder bearings. To do this it is necessary to remove the cylinder from the machine and make careful measurements of the journals with a micrometer caliper; these journals will almost invariably be found out of round or, in other words, slightly elliptical or oval shape. It is evident also that the bearing brasses will be worn in the same shape. Before any accurate work can be done on the rest of the job it will be necessary to have the journals turned true in a lathe, and it will be necessary to have this done in a machine shop having a lathe large enough to swing the cylinder. Then the brasses should also be rebored and fitted. The rest of the work may then be finished in the pressroom except for any machine work that may be necessary on some of the other parts. After the journals have been trued up and fitted, the outside of the cylinder may be turned true in its own bearings, or this may be done in the lathe. The type bed in most cases will need to be resurfaced and if it is in very bad condition it will have to be planed.

The claim has been made that a press may be reconditioned by turning the cylinder and planing the type bed without dismantling the press, by using a specially designed fixture which attaches to the press body and acts as a combination turning and planing tool. Such a tool will undoubtedly do a first-class job after the bearings have been trued up and refitted, but any attempt to true up the cylinder and type bed with out-of-round bearings will result in failure, because any inaccuracy of the bearings will certainly be transmitted to the new surface turned on the cylinder. So the print-shop proprietor should be cautioned about the use of such methods without first knowing the true condition of the journals and bearings, as any tool of this type is not adapted for the very important operation of truing up the bearings and journals.

The pressure on a bearing generally acts in one direction. In printing presses the tendency is to increase the pressure as the press wears and gets older. In most instances the wonder is that perfect impressions are possible at all. Naturally the pressure applied on the main cylinder bearings wears them into oval form. Of course, all such bearings are provided with means of adjustment for wear, but this adjustment can not true up the journal, which will remain out of round and also wear the wearing brasses out of round. In many cases one side will wear more than the other, causing the cylinder to be low at one end and the cylinder and type bed to run out of parallel. High and low spots rapidly develop both in cylinder and in type bed. This condition can only be compensated for by makeready, and even the most highly skilled pressman is constantly at his wits' ends to make the press produce a perfect job.

The force or pressure on the cylinder and type bed is *suddenly* applied at each stroke of the press. A sudden force will cause double the amount of deformation of a gradual one. The pressman should therefore aim to equalize the pressure as much as possible and should fully understand the desirability of light impressions.

I stated before that precision can not be maintained where great pressures are applied; not only this, but great pressures will in a very short time ruin the machine or tool. As an illustration take the following comparisons. Suppose we were to use a micrometer caliper repeatedly for the purpose of a clamp. A micrometer is a precision instrument and a clamp is not. In applying on the micrometer the pressure required for a clamp we would likely accomplish our purpose, but would likewise ruin the tool and render it unfit to do the work for which it is intended. It would no longer give an accurate record of measurement, for we have strained it beyond its endurance. Now suppose in like manner that we were to use a printing press for making electrotype cases and apply the pressure required of an hydraulic press. While we might again possibly accomplish our purpose we would certainly be severely straining the press and rendering it unfit for the very delicate operation of printing on paper. The printing press is a precision machine and the hydraulic press is not, but the way some presses are abused one would think that they had the power and endurance of the hydraulic press; and, of course, such is not the case.

The molecules of a piece of iron or a rigid piece of steel are held together by cohesion, and this force must be resisted to a greater or less degree in order to distort the form of a piece of metal or break it into parts. The resistance of a piece of iron or steel, or any other metal, or any material for that matter, that tends to overbalance the force of cohesion is known as a *stress*. This is what occurs in nearly every part of a printing press when in motion, and the ability of the various parts to resist the constant stresses without becoming distorted beyond their useful state is the only criterion by which to judge the quality of a press. Because of some inherent or hidden weakness in the materials of which it is constructed a well designed press may prove to be a poor one, while if made of superior material a poorly designed press may prove better and do excellent work.

Metals are known as "dead" and "live" with reference to their action under stress and the effect of expansion and contraction caused by variations in temperature. In other words, the molecules of metal are in a constant state of rest or motion. Cast iron is known as a "dead" metal and steel is known as a "live" metal. Two-thirds or more of a printing press is composed of cast iron. There are many reasons for using this metal for the bulk of most all heavy machinery, but a discussion of them is not within the scope of this article. However, it is worth noting that there are as many grades of iron and steel as there are of any other material with which we are familiar, and most surely we do not know the quality of the metals

in our presses. We can only judge by the price and by the representations of the builder. Poor quality in metals will show up in time, but unlike poor quality in ink or paper it is not at once apparent. A good coat of

paint or nickel will attract the eye of the buyer and cover up a multitude of defects in metal. There are many hidden defects which defy any practical method of inspection after the machine is assembled.

Merchandising Your Printing Service Away From Home

By R. GILBERT GARDNER



PRINTER who has reached the limit in getting business locally and whose reputation has spread to wider areas, is in a position to cultivate out-of-town markets. He must make sure, however, that he is equipped to take care of out-of-town business, and must fully realize that such business is altogether different from that obtained locally. Is his organization mechanically and industrially prepared to properly handle outside business without detriment to the business at home? Has he the follow-up ammunition necessary to turn inquiries into orders? Has he in his employ men who know enough to manage mail-order business successfully? Has he sufficient surplus funds to buy advertising space for a period long enough to do him some good?

If he can answer these questions affirmatively, he is ready to go after out-of-town business, but even so, he should not view the project as an immediate profit-making arrangement. There are profits that come indirectly and intangibly. Besides giving immediate profits and a certain standing and prestige, out-of-town advertising has other advantages. Some firms on whom his advertising makes a good impression may some day move to his city. Because of having read the advertising they will be partly sold on his printing service, and this affords him a decided advantage over competing local printers. Other business men, duly impressed by his messages, will take occasion to call on him and possibly look through his establishment, when they visit his city on business or for pleasure.

Apparently the majority of printers who advertise in business magazines do so for publicity value or prestige, thereby cheating themselves of their due. Very few make any attempt to urge the reader to send for samples, or for anything by which he can judge what sort of work can be turned out. Out of a total of twenty-two printers' advertisements in a recent issue of a leading advertising magazine, only four contained invitations for the reader to send for printed literature, and in these instances the invitation was not very urgent. After devoting nine-tenths of the space to arousing interest in their establishments or in their service, these printers omitted the most important part of the selling message — *the urge to action*. If they simply wish to keep their name before the public, all right. But if they are out for inquiries, they must provide some in-

ducement to get inquiries, and this eighteen of these advertisers did not do. They left their selling message with one foot in the air, and consequently left the reader also in the air. When printers are after business out of town, by all means they should carry something in reserve to pull in that business. They should call attention to that something in the advertisement and should be ready to supply it when the inquiry is received.

If you advertise for out-of-town orders you will try to obtain a tangible reasonable return on your investment in space and copy, and will need something as reserve ammunition. Unquestionably the best thing is *actual samples* of advertisements, catalogues, folders, broadsides or booklets which you have printed. If you have not retained a good supply of these, it will be possible to mail them to but a limited number of inquirers. Decide right now that in future you will strike off plenty of additional copies of your most attractive jobs, and keep the copies for your own use. They will come in handy, whether you advertise locally or nationally. Send with your samples a strong selling letter, and attach to each printed piece the price for several different quantities, based on present cost of production. If you can include a few strong testimonial letters from buyers, reciting what this booklet, catalogue, broadside, or what not, has accomplished in the way of inquiries and sales, you will have proof of the most convincing kind. The prospect can see just how the printed piece looks physically, how much it cost, and what results it obtained. True, you may have attended only to the printing of it, but certainly your efforts greatly contributed to its efficiency. It is as truly your sample as the client's.

Should you be unable to send actual samples, get up an attractive broadside reproducing pieces of your best work in color, and print prices and testimonials. Be willing to spend time and money on the broadside, for it should represent quality and be a specimen of your craftsmanship. Send this with your sales letter, and explain that it is in answer to the inquiry. Then you can be reasonably sure that both the letter and the broadside will be read and appreciated.

In the event of no answer, send the second mailing. This could well consist of a nicely printed booklet with photographs showing workers in action in the various departments of your printery. The booklet is the next best thing to having the prospect inspect your plant personally, and, if painstakingly printed, it carries your selling process through another stage successfully,

that of your ability to handle the job. Make the booklet complete, with all the facts about presses in use, compositors, scope of service, preparedness for jobs large and small, and promptness of execution. Sell your organization. Keep after the prospect if he continues in business. Send late news about your shop, sales letters, and put his name on your mailing list for noteworthy printed matter coming from your presses. One can never tell when he will change from a prospect to a customer, maybe today, next month or next year, but keep up the process of merchandising your service. Your efforts will ultimately bear fruit.

When you receive inquiries from near-by cities and towns, carefully determine whether or not they are sufficiently important to send a salesman. Many times they will be, *if you have a real salesman*. Other times, no. If the firm is already known to you by hearsay as a reputable house whose orders are likely to be of considerable size, it is worth gambling a good salesman's time and railroad fare, once anyway. Sometimes two or more inquiries may come in from the same city, or from neighboring cities. It may be possible for the salesman to make both calls on one trip, reducing the cost for each and increasing the chance of getting something in return.

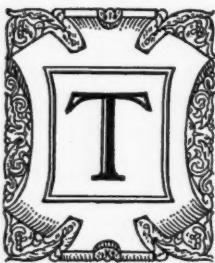
Selling printing by salesman is the surest way to sell it, but much depends on the man. Don't entrust the out-of-town call to a salesman who isn't thoroughly grounded in printing, both in general and in connection with your plant. He must be able to estimate approximately what a job will cost. Art, photo-retouching, engraving, composition and paper stock, he must know and he must be competent to figure prices on all, so that he can close the deal then and there. If you haven't a salesman of this caliber you had better call on the inquirer yourself, and be safe. Inquiries come high. Make every effort to bring them to fruition.

To reach business away from home, doubtless the foremost advertising periodicals will give best results at least cost, though this may best be determined by study and experimentation. Advertising and printing are so interwoven that mediums which are purely advertising in appeal are certain to be good mediums for printers to use. Other good mediums are magazines of a general business appeal, such as *System*, *Forbes Magazine*, and others. To be safe on the score of mediums, consult a good advertising agency, and be guided by its advice. Then lay out your campaign, realizing that to merchandise your printing service away from home the campaign must be adequate and aggressive.

How the Country Editor Can Make His Paper Indispensable

By J. L. SIMPSON

This article is, incidentally, the story of the success of a newspaper publisher in a small community, but it tells of his success by setting forth what he has done for the community development and how he has helped to bring success to thousands of others. In other words, it tells how he and his paper have become indispensable to the town and surrounding country.—Editor.



HE fact that the status of the village weekly is of the keenest interest to thousands of country editors and printers in every State and county in the Union is secondary to the larger fact that the fate of the village weekly is indissolubly connected with that of the thousands of villages which dot the plains and valleys, the mountains and plateaus of the great republic; for in the larger sense the village weekly is the barometer which indicates more surely than either the metropolitan daily or the county-seat weekly the true condition of country life in America today.

The modern tendency in many communities where the business men, community leaders and the village editor have failed to "sell" themselves successfully to the surrounding territory, is to transfer loyalty and business transactions to the nearest county-seat town, or to some other "live" city within a radius of fifteen to twenty-five miles, within convenient motoring distance. The latter phenomenon, which may be noted in

certain sections or regions throughout the country, is one which menaces village and community life in America to an alarming degree. It is obvious that the American village with its various features and distinctive attributes all functioning in normal manner is a necessity in the life of rural America. The village is the axis of the rural community about which the life of the people revolves in orderly fashion. The community needs the village, which, in a sense, is a normal outgrowth of that very necessity; the people of any rural community stand in constant need of the grocer, the druggist, the hardware merchant, the clothier. Each community regards as indispensable a physician, a dentist, a blacksmith, a garage, a telephone exchange, and, last but not least, a printer, editor and publisher, who if he lives up to his obligations must do more than any single individual in this group — welding the village and community into an organism capable of functioning as a whole, and expressing its individuality!

Even the superficial student of rural life in America will hardly fail to realize that the village printer and editor, perhaps more than any group of individuals, is capable of wielding a leverage which tends to develop

the ideal village and surrounding community. Not by any means can a capable country editor always create a normal, properly functioning village upon the ruins of a "dead" one, but as a rule his good offices work toward that end in a manner which may be measured by purely physical standards in the typical community.

Considered as a business man, the village editor occupies a certain status just as does the grocer, the banker or the furniture dealer, but in the true conception of his function, one may visualize him as the community diplomat, cementer of chaotic fragments into a symmetrical and unified whole, and the individual who "steps on the gas," overcoming the spirit of inertia which at times takes possession of the village and its surroundings. We may for the moment then disregard ideas affecting profit and loss in terms of dollars and cents and visualize the problem in terms of happiness, contentment and achievement of the highest ideals attainable in rural life. Just as the mason works with stone and mortar, brick and plaster, the materials with which the village editor deals are human lives; and just as the competent mason creates from raw materials a durable and symmetrical wall or structure, the adept editor builds through ideas, skill, diplomacy and energy, a community working toward a common goal, cohesive in activities, unified in thought, with a highly developed consciousness.

While he may not safely disregard good business practices and must watch carefully the barometer which indicates profits in terms of dollars and cents, the truly successful village editor must be like the educator, statesman or social leader, an altruist in the best sense of the word. Combining to a degree the qualities of all three, like them he must reap a goodly portion of his reward in the satisfaction which accrues to all of those whose energies and talents are directed toward lifting mankind from the rut of selfishness, malice and suspicion. Service is the watchword in his work and there is nothing vague or indefinite in the ultimate results to be accomplished, although methods may differ widely in bringing about these desirable results. Briefly his work might be analyzed and outlined something like this:

1.—Efforts which result in the rendering of true service to the community, by the village, through (a) mercantile efficiency and variety; (b) skilful doctors, dentists and craftsmen; (c) markets for all products of the community, at the best possible prices and terms; (d) standard grade and high schools, with competent instructors and proper buildings; (e) churches to meet all needs; (f) a well ordered and attractive village, with properly maintained walks and crossings.

2.—Loyalty to the village on the part of the community and an inclination to patronize the village in preference to all other towns wherever practicable.

3.—The loyal and effective coöperation of the village and its surroundings, development of community consciousness, pride in achievement emanating from any quarter and the desire to create a unified whole.

By what rule or measure, then, one may legitimately inquire at this point, may an editor or publisher judge

the degree of his success, ascertain whether or not he is approaching the ideal goal? The answer to this vital question may be answered very simply without referring to ledgers or bank balances: When the people of the community have come to regard the editor and his newspaper as *indispensable* to the general welfare. That is the true and most satisfactory measure of achievement. As a rule an attitude of tolerance or indifference is simply evidence that the editor is drifting to that port of ominous silences where an organ of publicity and unification is considered *non-essential*; and the ensuing disaster awaiting the editor and his plant is only a portion of that which awaits the community which gradually loses its pride and personality, its cohesion and individuality, becoming nothing more than a "wide place in the road."

It would not be difficult to name scores of village newspapers which have failed to meet their obligations and have, like the Roman Empire, fallen, sweeping with themselves the environment which it was their task to unify and sustain. But of greater interest to all in this work is an outstanding example of success, an editor who has accomplished big things, and who can point to concrete results in the way of a community functioning to the highest possible degree. Such a man is John M. Best, editor and owner of the Leonardville (Kan.) *Monitor*. Mr. Best is one of those ideal village editors who always think of the word *service* in "caps." He is a tireless worker in his appointed task of cementing firmly together the segments and fragments of his environment, and while this article is only mildly concerned with the financial side of village newspaper work Mr. Best's income during the year is approximately the same as the salary of the Governor of Kansas.

Leonardville is a typical prairie village with a population of about four hundred, and has the usual quota of business places. The town is surrounded by fertile "quarter section" farms, many of them graced with ideal farm homes, outbuildings and silos. According to Mr. Best, one of the underlying factors of his unusual success in building a community which as nearly as possible meets all the requirements of the ideal one is in the matter of the *right conception* of his obligations in the matter. "The interests of Leonardville and of the surrounding community are identical, and *not conflicting*," declared Mr. Best with emphatic conviction. "The only excuse for the existence of this town or any other is to render service to its environment, and for this service just compensation must be returned. One of the first obligations of the editor is to promote coöperation, and to eradicate suspicion. Many communities get the false impression that the village exists simply to prey upon the needs of its environment, but such suspicions are entirely groundless wherever the village activities are conducted upon the right basis of *true service*, compensated only by legitimate profit. There are two tasks which the editor must meet adequately or fail dismally: First, to help put the village activities, commercial and otherwise, upon a firm basis. Second, having accomplished this, to win the loyalty and effective coöperation of the entire community."

As has been stated, Mr. Best regards the interests of the farmers and those of the village business men as in *no sense conflicting*, but in the main *identical!* While the business men of some small towns fail to see this, Mr. Best makes it a point to put over his ideas on this subject in a practical and striking manner. For example, his relations with the Farmers' Union are in utter contrast with those of many editors whose success would compare very poorly with his. The farmers, grasping for expression of their individuality, economic independence, and their "place in the sun," have their organization, also a general store, egg and cream station, and a grain elevator. In reality these little commercial ventures do the business men no harm, and in a sense do them good, for this reason: While these ventures are a source of direct interest to them the farmers soon discover for themselves that there is no startling profit in any legitimately conducted business and it gives them a more intelligent sympathy with the business man's point of view. Mr. Best, who is wise in the workings of human nature, is very well aware of this angle of the farmers' ventures in business, and knows full well that he is doing the business men of the town, who naturally are his principal financial support, a very tangible favor by coöperating with the Farmers' Union, rather than by combating its activities.

Publicity covering this line goes right to the hearts of his farmer subscribers, and he allots it to them in generous portion. He reports their activities fully and sympathetically, printing full accounts of their meetings, resolutions passed, and expressions of aspiration as enunciated by intelligent farmers who are leading spirits in their communities. More than this, Mr. Best has placed himself in a position of sponsorship and leadership in this organization, which has its duplicate in all agricultural lines from the orange growers of California to the cotton raisers of Dixie. Mr. Best is called upon to make the principal speech at many of the county meetings, some of them taking place many miles from the village of Leonardville. His heart is in this work, which he does without remuneration of any kind; but more to the point, he is making two blades grow where only one grew before. He is promoting contentment among the farmers and helping them to reach at least a theoretical ideal they have set as their goal. His activities and *publicity* in their behalf give them the friendliest feeling for their town, since to them Mr. Best is its chief exponent. Thus is created the best possible foundation for real coöperation between the two chief segments of the community.

In promoting this "community of interests," Mr. Best realizes a condition which is peculiar to the village newspaper as well as to the success of any and every small town: While the metropolitan daily, the middle-sized daily or weekly, and the county-seat newspapers can as a rule exist upon the support of their immediate environment, the village weekly as well as the village itself must have the business support of its entire surroundings or it will fail to function normally. Further

than this, Mr. Best extends his coöperation and publicity not only to the farmers' "pet" organization, but all activities, social and otherwise, picnics, parties, suppers, dances, and other festivities indulged in by the farmers are "covered" by the *Monitor* as fully as those within the town of Leonardville. Having done all that is humanly possible to win the good will, loyalty and *financial support* of the farmers for the benefit of the town and its business institutions, Mr. Best has completed the chain in his "community of interests" by using the adroit leverage of his newspaper to make the town a *real* community center, one truly worthy of this loyal support.

What are some of the attributes which fit a village for competent leadership? Among the first, according to Mr. Best, are efficient and attractive schools. The *Monitor* led the fight for the erection of a first-class rural high school. The battle was hard, but Mr. Best and his newspaper won out and a modern three-story school building costing about \$80,000 has been erected in this miniature metropolis. One may ask whether this was a good business investment. Certainly, for this reason if for no other, Mr. Best led the fight for the *extension* of the district. This was accomplished and it will bring the children of scores of new families to Leonardville. The family loyalty will center where the youngsters are being educated, and the new boundaries of the high school district will bring to Leonardville tribute of every kind from a farm acreage worth about three million dollars. Mr. Best believes in the efficiency of a high-school paper to keep alive interest in educational work. This paper is printed in his office, and both the high-school paper and the *Monitor* won prizes in the state contests held for both types of publication.

Adequate sidewalks and crossings, this editor believes, are real factors in creating the ideal village. There are miles and miles of durable, attractive cement walks in his town, extending for a half mile in all directions from the business section. Commercial efficiency, and quantity of merchandise handled, have developed to a very satisfactory degree under Mr. Best's diplomatic guidance of policies. The depot agent says that, according to information he has, more merchandise is unloaded in Leonardville than in any other town of its size in the State. Five churches, all well represented in the columns of the *Monitor*, meet the needs of all denominations.

Finally, Mr. Best, using his newspaper as a trowel, has built the human elements with which he deals into a symmetrical "wall of contentment," tending to create habits of thought and methods of living which make for accomplishment, happiness and mutual service. The *Monitor* and its editor have become *indispensable* to the town and to the community, and in enriching the community in countless ways Mr. Best is blessed with the knowledge that a difficult task has been admirably accomplished, as well as in the other way which may be measured by dollars and cents.

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Awaking From the Winter's Sleep

A Beautiful Spot in the Dunes Region of Northern Indiana

From Photograph by Harry Hillman

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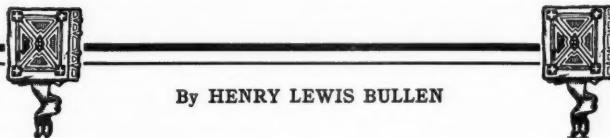
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Collectanea Typographica



By HENRY LEWIS BULLEN

THE foundation stones of the whole modern structure of human attainments have all been laid by the architects of yesterday. Thrice wise is he who knows the quarries and builders of bygone ages and is able to differentiate the stones which have been rejected from those which have been utilized.

—Albert Tracy Huntington.

* * * *

Give a serious thought to what you can do with your facilities as a printer toward bettering local conditions. Let your types speak out. Prove to your community that the tower of printing is not a pretense.

* * * *

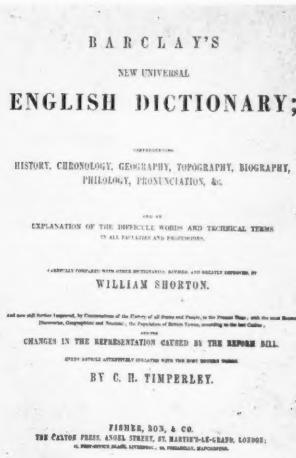
IN effectiveness in relation to human effort of all kinds, no other art or occupation begins to compare with our art of printing. Why then should good printers rank in public estimation below the painters, sculptors, professors, lawyers, doctors and preachers? It is because so many master printers are not worthy to be esteemed as printers, on account of ignorance of every aspect of their art except the mechanical. Let those who are worthy see to it that in their shops only carefully selected and studious apprentices are admitted. That way salvation lies.

* * * *

The Immortal Timperley Again

THE student of the history of the art and industry who owns not his Timperley is deprived of a flood of light. The story of Timperley's humble but remarkably useful life has already been told in *Collectanea*, but, after all, we know too little about the man's activities and personality. But here is a bit of added light: Timperley's name appears with full prominence on the title page of a large quarto edition of Barclay's "New Universal English Dictionary, comprehending History, Chronology, Geography, Topography, Biography, Philology, Pronunciation, etc., and an explanation of the difficult words and technical terms in all faculties and professions . . . every article attentively [we may be sure it was all of that] col-

lated with the most modern words by C. H. Timperley." Can any possessor of Timperley's incomparable "Dictionary of Printing and Printers" imagine a better editor for an encyclopedic dictionary! How pleased we were to discover the



Title page of Barclay's "New Universal English Dictionary."

modest printer-proofreader so happily employed on so spacious a book as Barclay's dictionary, the title page of which we present herewith. Timperley, as you look upon us from your humble seat among the immortals, in the name of thousands of students of the history of printing, in successive generations and in generations to come, we salute thee!

* * * *

Certain Master Printers

WHEN the actual status of printing in English-speaking countries is compared with the high-sounding eulogies of our art and mystery, a grave discrepancy is apparent. Why is so potent an art so impotent in impressing itself on the appreciation of not only the man in the street but on men of affairs and of scholarship and science? Why are master printers underlings as an industrial group in civic as well as in intellectual circles? There are, of course, many exceptions, but these exceptions can scarcely disabuse themselves of the

thought that they belong to an inferior caste in the business world, which is also regarded as inferior by the mass of well informed persons.

The chief quality of printing is its influence. Those who buy printing to influence others are immensely benefited in innumerable avenues of education and of trade; yet master printers as a body, commanding the machinery and source of this influence, and being paid hundreds of millions of dollars a year for employing it on behalf of others, are at present obviously unable to use the essence of their own product to secure for their own art and industry a deference and esteem that is accorded to many inferior, even peddling (super-peddling) occupations.

There are those peddlers of printed things, the publishers, who find it more profitable to put printers into competition for their work than to do the printing themselves. Strange to say, taken as a body, the publishers are more highly esteemed than the master printers, and find their occupation of middlemen between authors and printers more remunerative. It was the bookseller-publishers who primarily subverted the once exceedingly high status of the body of master printers. They made the master printers their underlings by means of intellectual superiority in literary matters, from which the chief employment of printers is derived, whether in book printing or the printing of advertising literature. Printers, masters and men, are primarily employed in handling and arranging words, as much so as a house builder is employed in handling and arranging timber, bricks, stone and steel.

No printer ever achieved complete success who lacked appreciation and had a merely average knowledge of the power and influence of words in the form of literature. With due regard to many exceptions, it is true that master printers as an industrial group have divorced themselves from any effective connection with literature and scholarship. A book, even if it has within it a power to influence for good or bad the destinies of nations, is to the average master printer a thing of so many reams of paper, of

pounds of ink, of pages of types, of signatures and binding cases, the combination of which employs so many hands and hours and machines. Whether the pages are printed in English, Choctaw or Chinese has no interest to the average master of machines required in making books.

Publishing books was in the first two centuries of printing almost solely the business of the printers. From the time of Aldus Manutius the way of books was for the most part direct from printers to readers. The distribution of books throughout Europe was effected almost solely by printer-publishers, by means of exchange of books between themselves, thus broadening the stocks of each. Such was the method in Great Britain. Such was the method in America until some years after Independence. Always some books were sold to booksellers for cash, but a large part of the traffic in books was by exchange between printer-publishers. Isaiah Thomas, of Worcester, having printed the New Testament, would accept from Gaine, of New York, an exchange, taking copies of Gaine's "Conductor Generalis" in payment. Thus each broadened his stock. Such transactions were common, and with it was a plan which prevented duplication of effort. It was sufficient, when the stock of New Testaments was low throughout the trade, for one printer to supply a new edition. Thus in America Franklin, the Bradfords, Gaine, Thomas, Carey, and many others who are not so famous, achieved a great degree of prosperity.

The printer-publishers, especially in Europe, could not succeed without education. Without any author fees, except the expense of editing, they had the whole classic literature of Greece and Rome from which to select. It required scholarship and a knowledge of literature to select a work that would sell. When, later on, the profession of authorship demanded attention, none but an educated printer could decide upon the merits of the works submitted. Thus printers were brought into close personal relations with the learned in every land. Their sons were educated in the best universities. Thus in their respective times the acknowledged chief scholars were such printers as Aldus and Paul Manutius, Etienne Dolet, Geoffroy Tory, Robert and Henry Estienne, while many more of less fame were dominant in various centers of learning. These printers established a high standard of education as necessary to apprentices entering their printing houses, from which the apprentices emerged equipped for the profession of master printer-publishers, many of them to become

famous in the annals of typography. In all England who was more honored in his day than Caxton, or in the Netherlands than Plantin and the Elzevirs, or in France than the Estiennes, or in Italy than the Aldine family! Is it possible in some sufficient degree for printing and printers to regain the deserved high reputation enjoyed in their first three centuries?

Printing fell from its high estate when the steam printing presses arrived. These machines were too expensive for the



Anno M. D. LXXX

Printer mark of Hieronymus Feyerabend, used by him in 1580. He printed and published many important works, among them the wood engravings of Jost Amman, depicting with complete accuracy the costumes, uniforms and trades and professions of his time. Feyerabend varied his mark almost as frequently as Plantin.

smaller printers to buy; consequently book printing became concentrated in comparatively few printing houses. A keen competition arose, induced by the necessity of keeping these faster machines in work. Booksellers everywhere took advantage of this condition, and in a few years the publishers dominated the printers, thus depriving them gradually of the advantages of contact with authors and scholars. Thus, engaged solely in the mechanics of printing, the printers rapidly lost their high status. Faith in their machines induced them to undervalue the human factor in their establishments. They ceased to select their apprentices and ceased to consider themselves responsible for the education of the apprentices. Commercial printing had come into demand to employ the smaller printing houses that had been squeezed out of book printing. Printing offices increased rapidly. They were started for the most part by men who had entered the craft as inadequately equipped apprentices; consequently they, with few exceptions, were inadequately equipped for the duties of proprietorship. Thus printing lost its reputation, and the printer became a hewer of wood and a drawer of water in the intellectual world which he at one time dominated.

The first practical steam printing press came into use early in the nineteenth century. In that century thousands of printing offices were established in America, of which few outlasted a single generation. In that century printing was never so unprofitable. In that century of great progress in printing machinery printing almost completely lost its reputation. The moral is plain: Inattention to the selection and education of the apprentices is fatal to the general prosperity of printing. The stream will not rise higher than its source.

* * * * *
The Cost of Living

IN 1810 the compositors of London, finding the cost of living mounting on account of the prevailing wars, called a meeting at the tavern Hole-in-the-Wall. The circular containing the call ends thus:

To afford *all* some idea of the extreme inadequacy of the present *average* income of compositors to the maintenance of a family, we beg your attention to the following, we conceive, economical weekly expence of a man, his wife and two children. It even proves the inadequacy of the advance we are endeavoring to obtain:

Rent, per week.....	£0 6 0
Bread and flour, five quarters...	6 0 ^{1/4}
Meat, 14 lb. at 9d. per lb....	10 6
Butter, 2 lb. at 1s. 4d. per lb...	2 8
Cheese (average price 1d. per lb.), 1 lb.....	0 11
Porter, ten quarts and a pint...	4 4 ^{1/2}
Candles, 1 ^{1/2} lb.....	1 7 ^{1/2}
Coals (one bushel and a half), average price 1s. 9d.....	2 7 ^{1/2}
Soap, starch and blue.....	1 6
Tea, a quarter lb. at 7s. per lb..	1 9
Sugar, 2 lb. at 9d. per lb.....	1 6
Vegetables	1 6
Milk	0 7
Pepper, salt, vinegar, etc.....	0 0
Cloathing, shoes and mending...	4 0

* * * * £2 7 0^{3/4}

IT will do beginners in printing a great deal of good, if they are properly selected, to tell them how superior the trade of printing is to any other. If any foreman or journeyman or master printer can not conscientiously teach this fact, then it will do him good to convince himself of its truth, which may easily be done, if he will read about his art. For this kind of instruction and inspiration, avoid text books, which do not inspire, useful as they are in other respects.

* * * * *

Selfishness

Collectanea hears and reads a great deal about enlightened selfishness, but never a word about enlightened unselfishness. Perhaps that would be more profitable. Would it?

Some Practical Hints on Presswork

Part XV.—By EUGENE ST. JOHN



LATEN PRESSES.—No discussion of presswork would be satisfactory without notice of the platen press, the oldest and most numerous type of printing press. Of the innumerable styles of platen presses, two seem sure to survive: the "clam-shell" and the "rolling-sliding" styles. Most popular of the "clam-shell" type are the Gordon, Golding and Prouty platen presses. The Colt's Armory and the Hartford (improved Universal) are the most popular of the "rolling-sliding" type. Some very good imitations of the Colt's Armory are used in Europe: the Caxton press in England, the Monopol, Phoenix and Victoria presses in Germany.

The most popular platen press is the Gordon. Many reasons for its popularity have been advanced: its substantial construction, price, ease of operation and the fact that it is a "hound for punishment" in the hands of careless operators. Perhaps its principal hold on the favor of users is the greater comfort it allows the feeder. Those who have operated platen presses of all types will tell you a day's work feeding a Gordon is much less tiresome than a day's work feeding a Golding or a Colt's Armory. In late years the Gordon has increased overwhelmingly in sales because several successful automatic feeders have been introduced for use on the Gordon only. These automatic feeders are the best salesmen of the Gordon press.

The Laureate press (Colt's Armory type) has inking apparatus between the fountain and the form rollers equal to the best cylinder press. Its four form rollers are ample for the capacity of form of 14 by 22 inches, and in addition one, two or three vibrator rollers may be carried on the form rollers. The form rollers ink the form once or twice to each impression, as desired. A lever throws the entire inking mechanism out of operation if desired while embossing, scoring, perforating, etc. There are no impression screws to bother with as on other platen presses. The platen and rocker are in one casting. To throw the platen forward or backward, the regular pawl and ratchet style of impression control, through eccentrics on back impression shaft, peculiar to the "rolling-sliding" type of presses, is employed.

Another feature of the Laureate is its perfect balance due to two flywheels, one on each side of the press. What this means may be guessed by operating a platen press with one flywheel on heavy forms without bolting the press to the floor. The press will work around toward the motor pulley until the belt slips. As the press ages, the impression will become weaker on the side of press farthest away from the flywheel. Pressmen have suggested but two improvements for the Laureate press: geared vibrators instead of the friction vibrators on the form rollers, and adjustable roller tracks. The Laureate has hard rubber tires on its roller trucks, which prevent rapid wear of the roller tracks, it is true, but the trouble is merely shifted, the rubber wearing instead of the tracks. The best solution of this difficulty we have seen is found on the Craftsman style of C. & P. Gordon press, where the roller tracks are adjustable in height. Then if roller trucks of softer material than the tracks, say linotype metal or aluminum, are used, this troublesome feature of platen presswork is better controlled.

The Laureate may be operated up to any speed possible with feeding to register by hand, the manufacturers recommending a maximum of 1,800 impressions an hour. The Laureate handles a solid zinc plate of its full inside chase capacity with ease and prints light forms of type, rules, etc.

As we aim to make these practical hints helpful it will be necessary to be quite frank in criticizing the weakness of certain presses, not in a fault-finding spirit but in the hope that the weaker presses may be further improved.

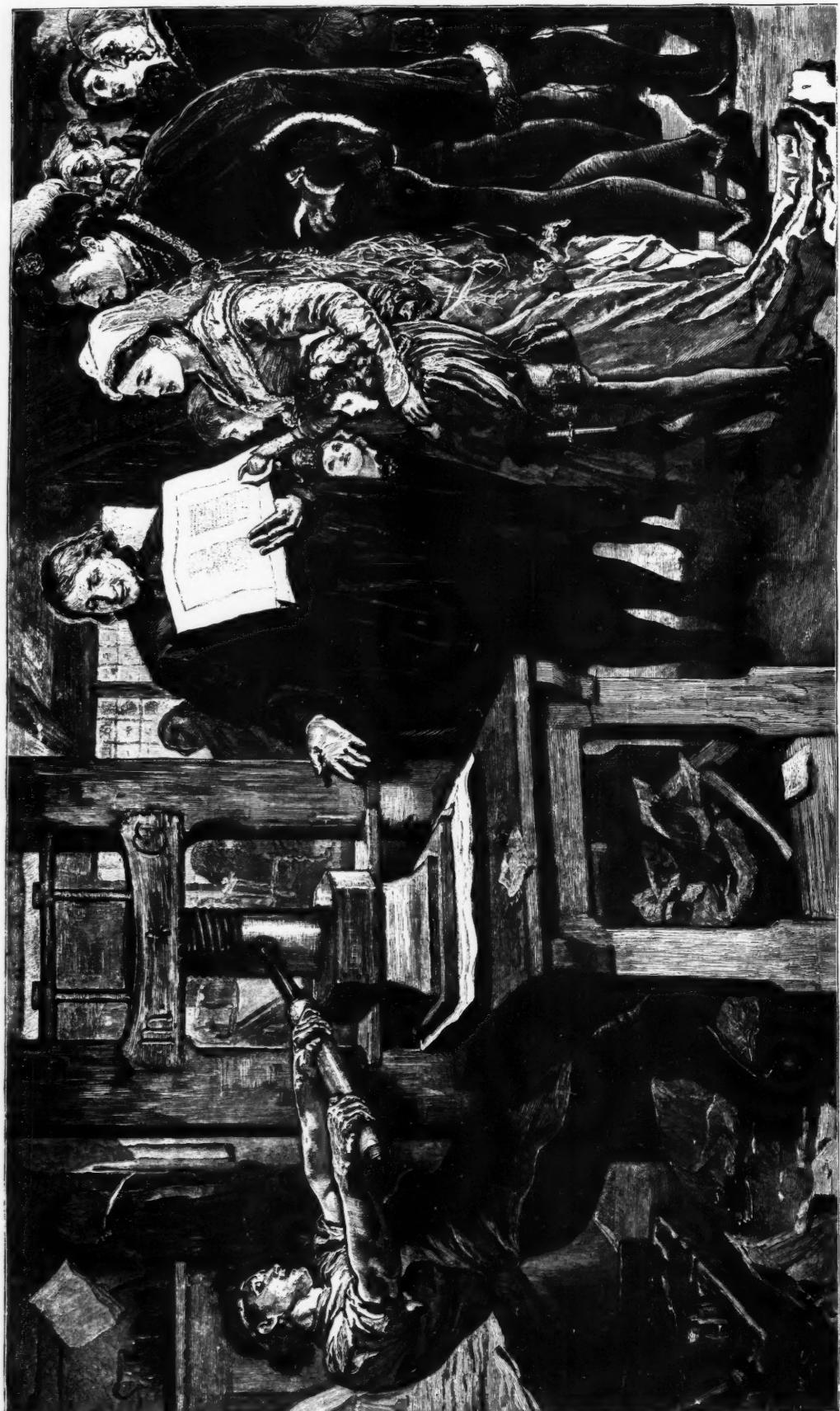
All platen presses are weak, compared to cylinder presses, in the delivery or in stripping the sheet from the form when the form is solid. This is true because all of the form is printed at once on the platen and but a narrow strip across the cylinder on the cylinder press. Besides, the grippers on the cylinder press are superior to the grippers of the platen press in stripping capacity. So it follows that on very solid forms on platen presses it is necessary to run very close to color and the ink must be carefully suited to the paper, else a blur will show in a screen or it may be difficult to strip the sheet from the form without picking. These difficulties are less on the presses with better ink distribution. The stripping ability of the various platen presses is the same.

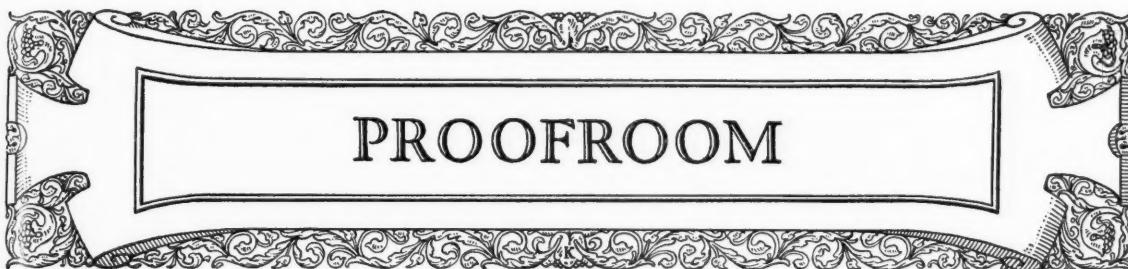
INKING APPARATUS.—On the Colt's Armory type the fountain and ductor roller are of cylinder press style and the vibration of metal cylinders and rollers is ample. The supply of ink may be graduated to the several parts of the form as on a cylinder press. A weakness of both Golding and Gordon presses is the circular disk, because of which matter in the center of the chase receives better inking than matter at the ends of the chase. If the ink supply is increased to amply ink the matter near the ends of the chase that in the center of the chase will receive too much ink. This is the natural result of the form rollers getting more distribution from the disk opposite the center of the chase. A recent inking apparatus has been attached to Gordon presses which is similar to that used on the "rolling-sliding" type and avoids the weakness of the circular disk.

Some years ago the Colt's Armory press, not then carrying vibrators on the form rollers, adopted a trip for the lowest of the three form rollers. On the downward travel of the roller carriage the lowest roller was lifted from the form, which was inked by the two upper rollers only, but the lowest roller with its full supply of ink inked the form on the upward travel of the roller carriage. This proved quite a help. The Golding uses a second ink plate below the bed which acts as a vibrator. Then came a trip roller for a Gordon press with three form rollers, the lowest roller tripping. About 1905 a geared vibrator for Gordon presses was introduced and found great favor. This vibrator is geared to a track parallel to the regular track at the flywheel side of press and has a worm gear at the other end. On a three-roller Gordon the lowest form roller is not used when this vibrator is fitted to the two upper form rollers.

The success of this geared vibrator brought out a number of vibrators for the form rollers of Gordon presses. Today we have the Gordon press with four form rollers carrying two vibrators. The Craftsman Gordon has a brayer roller in connection with its fountain, the throw of the fountain steel roller against the ductor being adjustable through control of pawl on fountain roller ratchet. On a Gordon press with three form rollers, one has the choice of two vibrators on the three rollers, a vibrator on the two upper rollers with the lowest roller off the press, a vibrator on the lower roller only, a vibrator on the two upper rollers and a tripping truck on the lowest roller, or just three form rollers with the lowest one tripping. To these varieties may be added the old makeshifts of using three form rollers of different diameter and locking up solid forms at an angle by means of angular furniture to decrease the drain on the ink supply of form rollers.

Reproduced from illustration in *Harper's Weekly* for July 21, 1877, a copy of which recently came into the possession of the editor of this journal. The print from which this zinc etching was made is 10 $\frac{3}{8}$ by 11 $\frac{1}{8}$ inches in size, and was taken from a wood engraving. A story regarding William Carton accompanied the engraving.





BY EDWARD N. TEALL

Questions pertaining to proofreading are solicited and will be promptly answered in this department. Replies can not be made by mail.

Mrs. B. M. Schellenger, of Norwood, Ohio, asks: "In the following sentence which is correct, 'means' or 'mean': 'And forty-eight hours after it dries off, every chick raises plaintive peeps which means it is demanding food, and plenty of it?'"

As there is no comma after "peeps," the verb should be plural, "mean," to agree with its subject, "peeps." But it seems altogether likely that what is really meant is that the raising of the peeps is the food signal, and the sentence would accomplish its purpose unambiguously if cast in this form: "Every chick raises plaintive peeps, which means," and so on. Or, acceptably: "Every chick raises plaintive peeps, and this means," and so on. In either case, use the comma.

Mrs. Schellenger submits another interesting sentence for comment: "The want of an accurate distinction between trade-marks and trade names has not hampered the growth of this branch of the law." "Do you," she asks, "take it thus, *distinction has not hampered, or want of distinction has hampered growth?*"

Clearly, this student of the art of expression has been led into confusion by failure to catch the sense of the sentence. Her mistake is interesting, because it is typical of the embarrassments we all experience occasionally in our efforts to get thoughts expressed correctly. The sentence means exactly what it says: "The want . . . has not hampered . . ." "Distinction" is the main words in a phrase, after "of." "Want" is the subject of "has not hampered."

P. R. Miramontes, superintendent of the printing plant of Casa Editora Sudamericana in Buenos Aires, asks for a "helpful hint." He says:

"Certain points made in your article 'Again, the Style Sheet,' in THE INLAND PRINTER for February, have called forth loud amens from those of us who have to do with fixing simple rules to govern style. Repeated efforts have been made here in our plant to formulate a style sheet that would be a help to editors, proofreaders and compositors. While in the English language there are some points which can be definitely outlined but which can not be followed in the Spanish language, on the other hand we encounter difficulties in Spanish which are foreign to those met in English."

"Only last week a determined effort was made to unify our shop style. But we went on the rocks with reference to the use of the dollar sign, and it is the purpose of this letter to solicit your aid in settling this matter."

"Our work is largely bookwork and periodicals. Our periodicals are circulated in five South American republics, and some are sent to the States. If in giving money quotations we simply use a dollar sign before a group of figures it will be interpreted by each of our readers to mean the currency of his particular republic; for naturally a man thinks of valuations in terms of his own national currency. If we give all

quotations in United States gold, and place after the figures the word 'oro,' which means gold, the meaning is still vague as to what kind of 'oro' is referred to. The Republic of Argentina, for instance, has a gold standard in addition to its paper standard. This is also true of other republics.

"It has been suggested that following the ciphers we always put in parentheses '(oro Amer.)' which would clearly mean 'American gold.' But suppose a paragraph of about a hundred and fifty words contains eight or ten references to money. Would it not appear cumbersome to repeat '(oro Amer.)' after each instance? Again, we can not make clear our meaning by placing '(oro Amer.)' after the first figures given in each paragraph, leaving it to the reader to assume that the other figures are based on the same standard.

"Any suggestions you may make will be welcomed."

Why not use a footnote: "All quotations not otherwise indicated are in American gold"? This might be run either at the beginning of an article, or on individual pages where quotations occur. If the quotations are not of too frequent occurrence, the apparatus of annotation might be dispensed with and a simple statement to the same effect incorporated in the text.

Additional suggestions from readers of this department would be welcome.

Frankly, this brief but pointed note from Louis Rubin, of New York, leaves us puzzled: "You used the term 'indeclinable adverb' in the March issue. Will you please define that for me? Thank you." We suspect Mr. Rubin's thankfulness of a tincture of insincerity. Certainly, we can not earn the thanks. Adverbs and declension have nothing to do with each other. Declension is made up of case and number forms for nouns and pronouns. Adverbs don't have such forms; they start life with no change of clothes except for purposes of comparison, and that's all they ever have. So, clearly, there is something wrong somewhere, and we seem to be involved in it.

We have looked through the March Proofroom, and failed to find that unfortunate expression. Perhaps our eyes need attention. Possibly the unfortunate expression occurred in another part of the issue. If it can really be hung on our peg, we shall be mighty glad that we were foresighted enough to get in an early disclaimer of infallibility. Our readers will recall that we have not only confessed ability to make an occasional error, but have even invited them to show us up in public whenever we go wrong.

Mr. Rubin seems to have turned the trick, though we wish he would specify the page and paragraph. We can forgive him everything but that "Thank you."

The following letter from H. E. Zimmerman, Mount Morris, Illinois, was addressed to "Mr. Horace Teal," which seems odd, in view of the writer's statement "I fairly revel in the articles in THE INLAND PRINTER, and especially enjoy your contributions." F. Horace Teall, who conducted this department for thirty years, died in February, 1923.

The letter: "Several of our proofreaders and I have a difference of opinion about the word 'Halloween.' I prefer this form to the other, 'Hallowe'en,' which the Standard gives. While I know both forms are allowable, it seems to me that the modern trend, in newspapers especially, is to shorten words and sentences as much as possible, and therefore 'Halloween' is preferable. I should like to know very much what you, as an acknowledged authority in such matters, think about it, even though you prefer the other form."

The present conductor of this department is not, like his father, an acknowledged authority, but merely a member of THE INLAND PRINTER's family who happens to have been assigned to the honorable but arduous task of trying to guide the proofroom community's study of its daily problems into channels of helpfulness. His own opinion, however, in this instance coincides with what he thinks would surely have been his father's answer to this query, namely:

The word is a shortening of "Hallowe'en," and the elision of the "v" is marked by the apostrophe. The Century Dictionary recognizes "Halloween" as a form sometimes used,

and we believe Burns wrote it so and his publishers followed copy. In this age of indifference to the fine points of spelling, punctuation and grammar, an indifference which all too often cloaks ignorance, many persons, even among those whose practice is influential and who ought to entertain a restrictive sense of responsibility, would write and print "Halloween." But are there enough of them to demonstrate the existence of a real desire and intention to reform the word?

An extremist might say that it is not true that "both forms are allowable," except as individual users of the language are ready to declare themselves openly in rebellion against the conventions of the written language. He would say that such rebellion throws away the fruits of natural growth, and contributes to the decay, not the advancement, of our noble speech. He would plead that linguistic anarchy is a poor use to make of our linguistic liberty.

This department is liberal, but not revolutionary. We regard "Halloween" with much the same distrust that forms like "alright" arouse in us. Nothing to get tempest about, you know, but —

The Proof of the Job

By EDWARD N. TEALL



ROM Holyoke, Massachusetts, City of Paper, comes *The Paper Book*, described by its makers as "a medium of contact between the manufacturers of paper and the people who use it." Contacts lead to contracts, and *The Paper Book* is boldly built to fit its mission in the world. We like the strong simplicity of its dress. The magazine part fits the samples bound up with it, without over-advertising or under-advertising them. The goods are not left without support, and they are not introduced too elaborately. The preliminary articles are nicely chosen with a view to getting the reader into the paper mood. But this criticism may be resented by another department as an invasion of its special territory. It is not our place to estimate sales literature as such. Our only legitimate concern is with the contents, when the substance of an article challenges our own specialty. And that is just what happens as our roving eye falls upon an article by Maxwell Droke, under the heading "The Proof of the Job Is in the Reading."

Here is the pith of it: "Just last week I picked up a de luxe booklet, one of those magnificent creations that cost just a trifle less than the total of the Fourth Liberty Loan. It seemed a perfect job — until you started to read. On a single page I noted no less than seventeen typographical errors. They were not glaring blemishes, to be sure. But they were errors — errors that old Ben Higgins would never have let pass, except over his dead body."

And who is old Ben Higgins? To get the answer, we must go back to Mr. Droke's opening paragraph. He was "a typical member of a tribe that is rapidly becoming extinct"—or, as Ben would probably have said, dying out. He worked in his shirt sleeves, and his shirt sleeves were kept in order by garters of a violent purple complexion. A battered green eye-shade was his other most obvious mark of identification in working hours. And he read proof. "Let me repeat that," says the writer; "he *read* proof. I understand that it isn't being done any more."

Now, that is putting it a little too strong!

Mr. Droke is quite right when he says: "The proof of a printing job is in the reading. In the past generation we have progressed tremendously in the graphic art. But marvelous

four-color plates and perfect presswork do not atone for careless, incompetent proofreading." The two things are separate, and to be considered separately. Each has its rightful claim upon the print shop's attention. Good presswork and good proofreading are alike desirable. Sacrifice either, and the other loses something of its merit. The job is not good unless it is good in all its parts. And what this department thinks of a lot of modern work, from the proofreader's "angle," has been made clear, time after time — almost to weariness.

One more quotation: "This is a frank plea for the proofreader, the capable, conscientious, scholarly man of a generation ago, who made a *profession* of proofreading. What has become of him? Has he been sidetracked in the rush and crush of the present day? Let's resurrect the proofreader and his dog-eared dictionary. Let's reinstate him at his dilapidated desk, over in the left-hand corner of the composing room, with the dignity and regal ceremony befitting a monarch. Let all who pass that way stand in awe before The Man Who Knows How to Use a Semicolon."

This is very pretty. It is also incomplete; good as far as it goes, but stopping too soon. The compositor no longer sticks type by hand as they did it in the good old days of Ben Higgins. He sits at a machine and turns out a run of type that would have made his predecessor gasp with amazement. His manners have changed as much as his methods. He lacks some of the old-timer's virtues, but replaces them with others; and, to be accurate, he has a new set of defects as well. The proofreader of legend has passed, too. If any proofreader of today sits at a dilapidated desk, it is because he belongs to a behind-the-times shop. The print shop has grown with the times, and so has the plant itself. What used to be dowdy is now, if not dapper, at least more showy. Untidiness is no longer a virtue. System and efficiency prevail — perhaps not actually, but certainly in theory.

Improvements in machinery are achieved more easily than improvements in men. Perhaps if proofreading could be done by machinery it would command more attention. The fact that it can not be done by machinery ought to be an argument in support of the plea made by Mr. Droke (and not a few others): "Let us inspire in our youngsters a reverent respect for the fine art of proofreading, so that they may carry on this work with deserving dignity in the days that are to come."

Proofreading is brainwork. It savors of the drudgery of routine because it is not creative, original, a first process; but it bridges the gap between such creation and mechanical reproduction. Some proofreaders — and they are the contented ones — support themselves, spiritually, on the pleasant privilege of participation in the writer's purpose. Others, and they are the ones who get dour and "cranky," concern themselves too exclusively with the perfection of mechanical product. The successful and valuable proofreader is the one who combines the two states of mind and strikes the proper balance between editorial privilege and mechanical responsibility.

Reasonable proofreaders do not care about having their jobs sentimentalized. They do not thrill at the prospect of a desk off in a corner of the composing room and the admiration of those who do not know how to use a semicolon. They want good working accommodations: a decent desk or table; plenty of light; reference books at hand; hours that fit the capacity of eye and brain, and wages proportionate to the contribution their work offers to the success of the jobs, the newspapers, the books, turned out by the plant. They do not care to be either glorified or degraded; they want to be appreciated at their true worth.

Employers could probably improve the quality of proofreading by giving it a better reward. But the impulse toward better things is much more likely to have to come from the other side. Better proofreading will lead to more substantial recognition. The proofreader who is constantly improving himself in fact-knowledge and in mechanical accuracy is bound to command appreciation, and is in a position to demand that the recognition be expressed in the pay envelope, if it is not already satisfactorily demonstrated in a practical way. If all the proofreaders in the country improved themselves, say, ten per cent in knowledge and ability, how long would it take the employers to match the advance in merit with one in reward? Leave that to the philosophers of economics; the point for us is that the profession of proofreading must be upheld in its dignity and importance by those who practice it.

Certainly we do not wish or mean to encourage discontent among practitioners of what we must regard as a noble art. The economic status of proofreading must of course be governed by that ancient and much denounced law of supply and demand. If the demanders are going to be satisfied with poor work, if publishers are willing to turn out cheaply made high-priced books, even for the ephemeral fiction of the day, and if job printers are content to sell the "marvelous four-color plates and perfect presswork" marred by indifferent proofreading in the accompanying texts, the outlook for the proofreader is not very comforting. And back of the producer is the public which he serves. That public, today, is not critically inclined. It likes the mechanical show stuff. It does not resent inaccuracies in statement and spelling. It hasn't much knowledge of grammar, and cares less for the niceties of style than decorum seems to require. But this can not last forever!

There will be a revival of interest in the conventions of grammar and spelling, there will be better teaching and a return to appreciation of the gain achieved through regularity. L. Frank Tooker, one of the veteran editors of the *Century Magazine*, says: "Within two days there recently passed through my hands the manuscripts of two authors who have a country-wide reputation of a sort. The punctuation and capitalization of one exhibited freaks of eccentricity that once would have been thought fantastic in a normally instructed child of twelve, while not one of the twenty-four pages of the other contained fewer than ten misspelled words."

We are in a period of change and readjustment, with a strong flavor of rebellion. The cheapness of it won't last long; what there is good in it will endure. This is not shallow optimism, it is a simple application of facts demonstrated over and over again in history. There were bad proofreaders

in the old days — careless, sloppy workers; and there are good ones now — scholarly, faithful pursuers of the intrusive error of statement or typography. There were then, and there are now, writers and editors quick to welcome the suggestive helpfulness of readers; and there were then, and there are now, others given to assuming the virtue of infallibility, to resenting such contributions, and to bullying the reader either for using initiative or for not using it.

There were then, and there are now, employers able and willing to value properly the proofreader's contribution to the work of the plant, and others either unwilling or unable to do so. And there were then, as there are now, buyers of job printing, of newspapers and of books, classifiable in the two categories, critical and non-critical.

Thus we are compelled to disagree with Mr. Droke's statement about proofreading that "it isn't being done any more," at the same time that we endorse, most heartily, his proposal for the raising up of a new generation of skilful, conscientious proofreaders. As we see it, the whole thing goes back, must inevitably go back, to individual print-shop customers, individual writers and readers of books, newspapers and magazines, individual proofreaders and individual employers.

The more customers there are insisting on good proofreading as an indispensable part of a good job, the more printers there will be who value the proofreader's work as it should be valued. The more proofreaders there are who not only insist upon recognition but step right out and earn it, demonstrate their right to it, the sooner will the "profession" of proofreading acquire the dignity and prestige for which its most ardent practitioners long.

REPEAT ORDERS ON SMALL JOBS

BY WALTER PANNELL

In the small country shops, where long runs on jobwork are few and far between, the printer will be able to realize greater profits on the small jobs, such as forms, meal tickets, price lists, etc., if he will solicit orders from others than those for whom the jobs were originally set. Oftentimes it will only be necessary to change a line or two, thus saving much composition, which is no small item in small shops.

Recently a law firm doing business in a country town gave the local printing office an order for three hundred promissory note forms, with the line inserted: "Payable at the office of Blank & Blank, in Blanktown, State." After setting the form the printer spent a short time around town soliciting orders. The local bank, abstract office, automobile dealer, two stores and another law firm quickly saw the advantage of having their business address printed on their notes, with the result that the printer had a run of thirty-seven hundred instead of three hundred. Wonderful, is it not, what a little salesmanship will do even in the printing business where craftsmanship is supposed to be the prime requisite for success? Upon receiving an order for meal tickets of an uncommon design, this printer showed them around town after he had printed a few, with the result that he had a run of two thousand instead of two hundred, the original order. He has acquired the habit of keeping up the forms of any unusual job until he has completely "sold the town" on it, a practice that is adding considerable to his credit at the cashier's window.

It is surprising how easy it is done. There are scores of business houses in the smaller towns which would use more printed matter but do not feel like paying for the long runs that are necessary to show a profit on the job. The combination run solves the problem by giving them individual printing at stock printing prices. Other items of printing besides those mentioned readily lend themselves to the combination-run idea and will result in a considerable increase in the profits on the small jobs, which are often a source of loss to the printer.

Drying Stereotyping Matrices With Waste Paper

By FRANK MILNE



EWSPAPER stereotypers have always had great difficulty in finding a suitable material for drying their matrices. The best material found up to date is a pure wool blanket, as pure wool gives the best service for the money expended, does not matt or harden easily, and costs less per matrix molded than any other substance on the market at the present time. Before the war the normal price of wool blankets was \$7 to \$9 a pair, but during the war they went away up to \$35 a pair and were very difficult to get even at that price.

It was with the laudable object of cutting down this expense that the stereotyping department of the Calgary (Alberta) *Daily Herald* started to experiment with various absorbent materials, to find out a cheaper material for drying matrices than wool blankets. After many failures, having tried nearly every kind of absorbent fabric known, the ordinary spoils from the newspaper press were tried, and, as a result, nothing else has been used since 1916. The expense of this material in a newspaper office is nothing, as the spoils made each day supply the stereotyping department with more than is required.

Paper that has been through the press and printed has been found to be far better than unprinted or damaged unwound paper from the rolls. The reason for this is that when paper is run through the press the sheets are separated and a layer of air is let in between them. Printed sheets for the same reason hold more air than unprinted. Damaged paper taken from the roll and cut to the size required lies so closely together that there is practically no air between the sheets at all, the mass is too solid and does not absorb the moisture at all readily.

The important points to be observed in using newspaper spoils for drying matrices are few, and once they have been noted and taken care of success is assured. It is absolutely essential that the type form have high spaces throughout. With low spaces the drying paper, not having the elasticity of the wool blanket, does not press the flong to the bottom of the blank spaces, hence these spaces in the matrix will not be dried properly, and the tissue will be loose and will tear when the first plate is cast. High spaces eliminate this difficulty.

Nearly all newspapers requiring stereotype plates use the non-distribution system and have typecasting machines, therefore all sorts can be cast high on these machines.

There is no hard-and-fast rule as to the number of sheets required, but between thirty and forty will suffice, thirty in most cases will be found to be ample, but every stereotyper can determine what is best suited for his own flong, heat, pressure, etc. The grade of news-print also makes a difference; the less size there is in the paper the more absorbent it will be.

If the sheets of newspaper are placed directly on the back of the flong and then dried it will be found when the matrix is taken from under the steam table that the sheet next to the back of the matrix, and possibly one or two more, are hopelessly pasted to it. It will be almost impossible to remove the news-print so as to leave the back smooth. To prevent this trouble a sheet of kraft paper must be placed between the matrix and the news-print. This is a very important point. A great many substances, including fabrics and powders, were tried, but nothing was found to answer so well as a good sheet of kraft brown paper. This paper can be procured in rolls twenty inches wide from any paper dealer. The kraft sheet prevents the news-print from adhering to the back of the matrix, and can be removed very readily. A kraft sheet can be used as many times as it comes off without being torn. It

has been found, however, that one set of news-print sheets and one kraft sheet will dry two matrices perfectly, the sheets being turned over for the second matrix.

The Calgary *Daily Herald* uses pneumatic steam drying tables, and after trying various pressures from one hundred pounds down to forty pounds it was found that sixty pounds pressure was the one giving the best results.

There are a great many advantages accruing from the use of news-print in drying matrices in addition to the saving effected in the disuse of wool blankets, and as these advantages are rather interesting it will be a benefit to mention them. When using wool blankets several times, the steam from the paste-soaked flong causes the blanket to harden and get matted. This prevents the moisture from passing away quickly upwards, and invariably when one of the matted spots lands on a halftone cut or a solid the face of the matrix is blistered. The matrix is of course spoiled and another one has to be made. To take the matting or hardness out of the blanket it is soaked over night in water and then dried. This is a rather messy operation, and while it is effective enough for the moment the blanket does not retain its life long after being once soaked.

Blistering is almost entirely eliminated by the use of news-print, as the paper is used only twice and then thrown away. Another important difference is this: When a mold is made with a wool blanket, the flong is pressed harder on the edges of the type than in the middle. This is sometimes very apparent on large type or broad solid borders or rules. When a cast is made from a wool-made matrix the letters will be seen to be more or less cupped, that is, the edges of the letters are higher than the center, and if the impression of the press were adjusted very lightly only the outlines of letters would print.

This effect is entirely absent when a matrix is dried with news-print sheets. As the paper is a more solid substance than the blanket, it presses absolutely flat on the type and there is no danger of bursting the blank spaces or leaders. Consequently the letters are sharper, the type more deeply molded, and a better printing plate is cast.

In using paper for drying, the pressure is applied far more firmly and solidly than with a wool blanket, and immediate results for the better are obtained. When full-page halftone cuts are to be molded, increased pressure can be applied far in excess of anything that a wool blanket could stand, and deeper stereotype plates are therefore obtained which will give longer runs without showing signs of wear.

In molding syndicated line and halftone cuts, from zinc originals, greater pressure can be applied than is the case with type, so that a good matrix can be made without even having to pass the matrix through the rolling machine. There has been no opportunity for going into this phase of the work, but the writer has no doubt that the use of paper for drying matrices of all kinds is an improvement well worth knowing.

There are a few little difficulties to be overcome in using this system, such as the correct dampness and maturity of the flong, but after a few trials they will disappear. The flong will have to be made up a little drier than is customary, because if it is made too wet the paste will come through the back of the matrix and stick the kraft sheet in spite of everything.

All news-print has not the same amount of size in it, and this can be tested by wetting the paper with the tongue. If the dampness goes through immediately it is very low in size, but if it takes a long time the sheet is well sized and is not very good for the purpose. However, there is nothing that can not be overcome, and every stereotyper can get results from it.

PRESSROOM

The assistance of pressmen is desired in the solution of the problems of the pressroom in an endeavor to reduce the various processes to an exact science. Replies to inquiries will be made by mail only when accompanied by stamped self-addressed envelope.

An Old-Time Makeready Compound

A Vermont pressman asks regarding a liquid applied with a brush in makeready of forms. He states it dries very rapidly and gives fair results.

Answer.—The quick-drying liquid which is applied by a brush to mark-out sheets and which serves as an overlay is orange shellac reduced to a liquid state in wood alcohol. This is a method employed over thirty years ago, but it has fallen into disuse and is seldom used at the present time. We believe it was first used by a pressman known as "Frenchy," who was employed in one of the large pressrooms in Chicago.

Level Up the Platen

An Illinois country printer sends samples of commercial stationery and describes how on heavy form the platen lock slips out. The printing of stationery shows a slur, due doubtless to the way the rollers skid on the type. The change of platen screws to give more impression may possibly have made the platen uneven.

Answer.—To bring the plate so it is parallel with the bed, lock up four large metal "W" or "M" letters, one in each corner of the chase. Place about four sheets of print, one manila top sheet, and one sheet of pressboard as tympan. Pull impression and set the screws so that all letters will print with equal legibility. The rollers will not slide if you lock up form with a wood bearer on each side. These bearers should be at least twenty-four points wide on surface. Have a set for black and one for colored inks. Apply a new spring to the platen lockup so that the "dwell," as it is called, will not be relaxed until just before the platen releases.

Hard Rollers Wear Down Plates

The following letter from John E. Frey, Dayton, Ohio, explains how plates are damaged by hard rollers. "I have noticed the article in the Pressroom department of the February issue of THE INLAND PRINTER entitled 'Rollers Wearing Down Plates,' and as I do not agree with your decision in the controversy between the 'pressman and printer,' I wish to state my opinion. I stand by the pressman and say 'Yes, rollers will wear down plates or forms.' You are right on the bed bearers, etc., but take a set of hard rollers and try them on a halftone form and you will change your opinion. Poor workmanship is traced to hard and old rollers. I have seen many a form worn down by hard rollers. Experience gained in plants of various sizes has taught me this to be absolutely true, and I am with the pressman."

Answer.—If "water dropping day by day will wear the hardest stone away," surely a composition roller will wear a hard copper halftone plate. You win.

Slip-Sheet Feeding Device

Perry W. Barker, of Youngstown, Ohio, has been granted a patent on a slip-sheeting device which may be attached to a Miller automatic feeder in connection with a Chandler & Price press or to other machines. The pneumatic mechanism

is so arranged that the suction is applied alternately to the slip-sheets and the sheets fed from the supply of the automatic feeder. The press may be operated without the slip-sheeting device by simply closing one valve. It may also be used for assembling duplicate sheets with previously printed sheets, by placing the original sheets on the table as though they were the slip-sheets. While the press is in operation the exhausting of either pile of sheets causes both feeding mechanisms to stop. The mechanism is ingenious in many details. In granting the patent seven claims are allowed.

Beautiful Specimens of Colorwork

A folder containing a number of handsome specimens of process colorwork has been received from the Trichromatic Engraving Company, 461 Eighth avenue, New York city. These specimens of colorwork, which could scarcely be excelled, show the high plane of excellence reached in the making of the color plates and splendid work on the part of the pressman. The portfolio contains the following note regarding reference proofs: "Engravers' proofs are interesting from a standpoint of coloring, design or workmanship. Buyers of illustrations for advertising or other purposes usually find in them a source of thought or inspiration for proposed work of their own, which frequently gives birth to entirely new and original ideas. Proofs are also valuable for comparison with other work of a similar class and for technical criticism as to the printing merits of the plates in question."

Use Sheet Rubber in Tympan

A Michigan printer writes: "Please advise us of some way to dress an envelope on a platen press with form having quite a large halftone on it, to be done in such a way that seams of envelopes do not show up in print."

Answer.—If possible, secure some thin sheet rubber such as your dentist uses. If this kind of rubber is not available cut a piece out of your wife's rubber bathing cap of sufficient size and use it under the top sheet of the tympan. The balance of the tympan may be made up of print paper, and a piece of blotter should also be used and arranged so that it can be withdrawn and replaced with another piece as occasion requires. Cut out one piece of print for each flap or seam of the envelope.

CENSUS OF THE PRINTING INDUSTRY

The 1919 census shows that more than 510,000 wage earners were then employed in the paper and printing industries. Their annual wages amounted to \$564,000,000. The total capital invested was \$2,423,000,000, and the total value of the products was \$3,012,000,000.

In 1914 the average annual wage was \$775, while in 1919 it had risen to \$1,105.88, an increase of nearly 50 per cent. During this period the product rose from \$1,233,000,000 to \$3,012,000,000, an increase of about 143 per cent, while capitalization advanced about 94 per cent, from \$1,255,000,000 to \$2,423,000,000.—*The Printers' Album*.

The New Publisher—Westover

Part VI.—By R. T. PORTE



T was not very long before I discovered that my estimate as to probable expenses was very low, and that it would cost me considerably more to run the plant than I had figured after that memorable day in Madison. Two days later Donald said we had to have some gage pins. He also said that the rollers on the cylinder press were old, and if I wished to print a good paper we should have some new ones. Then Grace said she needed some more spacebands, and that the metal was getting soft and we needed some hardener to tone it up. Numerous other repairs were needed about the plant, also some letterheads and billheads for our own use, some subscription expiration notices, and other forms.

I saw that my income must be increased, and very soon. With five hundred subscribers the revenue at \$1 a year was about \$10 a week. At \$2 a year it would be about \$20 a week, and I could afford to lose a hundred or so subscribers and yet be ahead. I was determined to make some money or at least break even. The best way to begin was to increase the advertising rates and subscription price.

My editorial was still on my desk. As I read it again I was glad it had not been printed. I laid it aside and wrote another, stating plainly that if a paper was to be a continued success it must take in enough to pay its cost of running. Experience had demonstrated that \$1 a year was not enough for a paper like the *Herald*, and beginning the first of the next month the price would be \$2 a year, but those who cared to renew might do so for not more than one year at the \$1 price. I thought this was only fair, but also I had the idea that perhaps all the subscribers would renew, and this would give me \$500 or so, which would mean a loss for a year, but it could not be helped. To my surprise only a hundred or so took advantage of the offer, although I repeated the offer for several weeks.

As to the advertising and jobwork prices, I decided to wait a week or two before sending out the bills, until I had received the price list and had looked into the advertising rates that were asked by other publishers.

Friday morning the cashier of the bank brought in a financial statement to be published according to law, and also ordered a hundred which he wished to send out to his correspondents and others. This was revenue I had not expected.

I sent a bill to the lawyer for the full legal rate for the legal notice for which I had made the affidavit, though I expected to have a fight about it and probably lose future business. Either way I was to lose. I might win at the right price, but I knew full well I would lose at the half price.

When the price list arrived Donald and I spent a day going over it and pricing the jobwork from it. Donald had had some experience with it, having worked in a shop where it had been used. It was almost Greek to me, but I decided to master it, if possible. After a few nights' study of it I found it much simpler than I at first supposed, and I gained a lot of information from it about job printing, which has been of great use to me. We had five orders from the bank for checks. I found the price given in the price list, and charged accordingly.

The advertising rate for five hundred circulation was given as 20 cents an inch. At first I figured 25 cents, and finally decided to charge 30 cents. If advertising was to be lost I figured it might just as well be at 30 cents as at less, and I seemed to have a hunch that some of it would remain. If it stayed at the new rate, or if only one-third stayed, I would

NOTE.—This is the sixth instalment of a twelve-part story of a young publisher as told by himself. Copyright, 1924, by R. T. Porte.

have as good a revenue as at the 10-cent rate, and any increase over that would be added revenue. In my desperation I went full tilt.

I noticed that Donald and Grace went about their work with a new enthusiasm, although they seemed a little worried. It might have been my imagination, but I felt they had grown in their respect for me. The entire atmosphere of the place had changed. Perhaps it was because they got their pay checks every Saturday, and the checks continued to be good, even though the bank balance was getting smaller.

I sent out the bills at the new prices and awaited developments. When I went to the bank the next day to pay the rent the cashier pushed his bill through the window.

"What's the idea of all this?" he exclaimed. "Your bill is three times what Louis charged me. He printed the bank checks for \$1, and your price is over twice that. You charge us \$3 a week for that advertisement, and we have been paying only \$3.50 a month. And that statement. Louis printed it for \$2.50, as it took only a few minutes to change the figures, but you charge over \$8. You charge \$3 for printing the slips, which was done for nothing before, as they used scraps of paper and the type was already set. I'll not pay any such prices. Correct this bill, and I will pay it."

"All right, then I don't pay you \$20 a month rent for your building," I answered. "The building is there, and you couldn't rent it anyway, so I might just as well occupy it. When you pay my just bill, I'll pay the rent."

"You pay or get out," almost shouted the cashier.

I was no more than out of the place when I met the lawyer, with my bill in his hand.

"What is this?" he exclaimed. "It is twice what I was ever charged before. You can't get away with this sort of thing, not with me."

"What do you care?" I angrily answered. "You probably won't pay it anyway, even if you do collect from your client. I should never have given you the affidavit. But let me tell you, you will pay this, and will pay the full legal rate hereafter, if you put legals in my paper."

He almost gasped with astonishment. I turned and left him. Perhaps I was too rough, but in the past weeks these two men had got under my skin. Both had asked little favors of me, and wanted notices printed of parties given by their wives or by the church society or lodge. Yet when I asked a price that was fair and just they went up in the air. I acknowledge that my temper got ahead of me. It was the first time in my life this had ever happened, but it was by no means the last. I could not analyze my feelings exactly, but somehow I felt happier and as I went into the shop I was whistling, something very unusual for me.

On my desk I found a letter from the editor of the paper at Westover, Sam Graham. He wrote that the convention to nominate candidates for county offices was to be held in Westover the following Monday, that I had better be on the job and be there as his guest. The *Herald* had always supported the candidates for that party, and I ought to get acquainted with the "powers," he said.

While the direct primary was in effect, yet the parties would meet before the primary in a sort of unofficial convention and put up "regular" candidates. Then those of that political faith who were not satisfied could also put up candidates for nomination, and they would be voted on at the primary election. There were no delegates, but only the leaders from each part of the county would meet — or rather the "gang" would meet. Nothing was said in the papers about this, and had it

not been for Sam Graham I would have been in ignorance of the whole thing. I went to Westover to attend the meeting, getting there the night before. Sam introduced me to some of the politicians, and after my declaration that I intended to run a party paper, although I reserved the right to support whom I pleased at the primary, I was accepted by the bunch.

I can't say whether I was surprised or not to find at the meeting three citizens of Hutchinson, the cashier of the bank, the lawyer and the little Welshman who was a partner in The Big Store. The meeting was interesting. There seemed to be a lively scrap over some of the offices, much of which I did not understand. I noticed that the lawyer was on the job, while the cashier and the Welshman said but little. When a full ticket had been put up everybody went home.

Sam Graham asked me to stay over until the next morning. While I thought I had spent enough time, I hated to show him any courtesy, so I consented to stay. It was well that I did. We talked long into the night, and I learned a lot about politics and newspapers. Sam said he had taken a liking to me at the meeting at Madison, as I was so frank about things and showed an inclination to do the right thing. He said he believed he could trust me. To go into the history of the politics of the county, especially the part played by my three friends of Hutchinson, would be unnecessary; it would only be repeating the small political doings in most any county in the country. The point that interested me was that neither Wicks nor Louis had attended these meetings; the three friends of Hutchinson had seen to it that they did not. They did not know that I would be there or would know anything about the meeting. My presence was a surprise to them, although they did not show it in any way. After that night's talk I felt I had the upper hand, and was ready to deal with the situation in Hutchinson, as well as with my three friends.

When I returned I asked all three into my office for a little talk. They made some excuses about not being able to attend, but when I insisted they came, and we had it out. I did most of the talking, although the lawyer tried to say something once or twice. I told them that starting immediately a new deal was to be inaugurated in Hutchinson, and instead of three friends there would be four. It did not take me long to convince them that I understood just why they went to Westover, why all three were in the political game, and also why Gottlieb and two others were on the other side of the fence. I also convinced them we might just as well play the game, but play it straight. Before they could say much, except to deny that anything was wrong, I said I did not wish anything for myself, and only asked a square deal for myself and for the people of Hutchinson. I was well aware they had paid Louis \$200 for his support every two years, and also had indirectly given some remuneration to Wicks, but I did not want a cent. At this they seemed relieved. I suppose they thought I was looking for a bigger holdout.

"You three men have received bills from me for advertising and jobwork," I went on. "These bills are based on honest prices, prices at which I can make some slight profit. You have set up a complaint about those prices, have said you would not pay them, and so on. The Big Store has told me to take out its ad. Instead of that, the space will be doubled next week at the increased rate. The bank and you, Mr. Lawyer, will pay me in full by noon tomorrow, and we will all be friends and continue to do business together on honest business lines, you doing the square thing by the public, and I doing business on an honest basis by getting what I should for my advertising and jobwork."

"This is blackmail," the cashier said.

"You, you, you—" started in the lawyer. The merchant simply stared.

"Call it whatever you like," I answered. "For years you have put it over on Louis, and on Wicks and the others, keep-

ing them in subjection and paying them a mere pittance for their work. But you have bumped up against the wrong proposition this time. I am not the old-fashioned newspaper man who is willing to work for a mere living. I am out to make a profit, and make it honestly, and I will not condone the least thing that is crooked, if I know it. What you have done is past history, but it can be easily published, and the *Herald* goes to press tomorrow. If you don't like this talk, all right, but I owe none of you a cent. You all owe me, and I want my money tomorrow, and I want your business from now on. I propose to give a dollar's value for every dollar received, but not a dollar's value for twenty-five cents. Good night, gentlemen, it is all up to you."

"Just a minute, young man," the lawyer said, "we might just as well thresh this out now. What you propose is nothing more or less than blackmail. You intend to hold us up for all time, and yet you want to join in with us in politics. That's a fine thing for a newspaper man who should have high ideals and be a leader in thought, and . . ."

"All rot," I angrily broke in. "I have high ideals, I am not blackmailing you. The other day I listened to a speaker over in Madison who said something about the 'power of the press,' but if the press of this county or this State used the power he said it had, he would be in jail. He attended the meeting at Westover, and I know some things. Try to put that stuff over on some of the other newspaper men, but not on me. I have some other ideals about newspapers, and the main one is that a newspaper can only be a power when it is making money, owes no one, and is free from debt. I owe no one except the supply dealers, and I don't intend to, but I must ask a fair price. I can only get that price from you, and as you are not fair-minded men I have to take this means of convincing you that I will not stand for the sort of thing you put over on Louis and have been putting over on Wicks. You have been blackmailing them — but you can't do it to me. I now have the 'power' and I intend to use it. We might just as well be friends, take it all good naturedly, and join hands in putting over the party ticket, work for the good of the county and the State, have a paper in Hutchinson that you can be proud of, and an editor you can respect."

"I think we are wasting our time," the merchant said. "Let's go."

"Not yet," I broke in. "I forgot I had something to say to this merchant which might interest him. Your partner has complained about people sending out of town for goods, yet both of you send out of town for y ur printing. Your wives buy their hats in Clayton instead of patronizing the little milliner down the street who is trying to make a living here. You send out of town for furniture, when the furniture store here can get just as good for you. All of you three send out of town for things you can buy here, yet you and your partner are complaining about others doing the same thing."

"There's something wrong with this town, and I can tell you right now what it is. First, your papers have been anything but live, free papers which were making money and helping the town. Your advertising is as poor as can be, and this is your fault because you do not pay enough for it. Your printing is cheap not only in price but in quality. Your stores are behind the times, because you think it a waste of money to fix them up so that people will like to come into them. You think more of a little cheap politics than the big things which would mean so much more to you. You hate to spend a dollar unless half of it goes into your own pockets."

"With the help of the *Herald*, you three men can make this a real town, can make more money for all of us, and for everybody doing business here. The way to start is to wipe the slate clean and begin all over again."

"We'll think this over," the lawyer said, "and there might be something in it. We won't give you an answer now."

"I must have it by noon tomorrow, before the last two pages of the *Herald* go to press," I said as they went out.

After one has gone through an ordeal or has done something that takes all his nerve, is it not strange that after it is all over one is more afraid than during the excitement? I was cool and collected when talking to those men, but before they had gone half a block I was in a cold sweat of fright. I went to the door to call them back, but hesitated and went to my desk and wailed. I do not know how long I sat there with my head resting on my arms, but finally my nerve came back, and I put out the lights and started for the hotel. The past few hours were like a nightmare, and it seemed as if I had just awakened to the reality. Surely it could not have been I who stood before those men and to their astonishment spoke to them as one with authority, full of fight and determination. Where had all my precaution gone?

If they refused to do what I asked, then my fight would be over. It would be useless for me to try to continue to run the *Herald*, even though I printed what I had hinted at. It would only be a political scandal, and I would leave the town. Then in a short time it would blow over and be forgotten. I would have to go to father and acknowledge that I was a failure. Perhaps I could keep books for him, or count money, or do something like that. Would he want a failure in his business?

To get down late on press day was certainly a crime, but when I awoke the next morning after a troubled sleep my watch told me it was after nine — almost ten o'clock. I quickly dressed, and hurried to the office. Donald and Grace were working away, getting ready to go to press, little thinking that this was the hour and the day when fate would decide for me as to the future. I went over to the machine and looked at the amount of copy yet to be set, and then wandered over to the forms Donald was working on.

"That lawyer was in here," Donald said, "asking for you. He laid some papers on your desk."

The moment of moments had arrived. Was it victory or defeat? Was I to continue in Hutchinson, or was I to write what I had threatened to print, and then await the final defeat which was inevitable? I walked to the desk and found the bills I had sent to the lawyer and to the bank. Attached to them were checks in full. Under them was a note from Gottlieb, which read: "Can we get double space this week? Come over at once and see me about it."

I felt no elation; a sense of great responsibility came over me. So it was to be a fight, but one for right. On the lawyer's bill he had scribbled, "The Lord loves a fighter."

The *Herald* was late again that week, and it was well toward midnight before all three of us went home, for setting up a full-page advertisement the last thing is no fun. But I was not tired, and all three said happy good-nights as we parted.

TAKING DOWN OBJECTIONABLE SIGNBOARDS

An increasing number of Americans are coming to object to the way in which our scenery is disfigured with advertising, but there are decided difficulties in devising suitable legislation to prevent it, or in getting it enacted into law. Meanwhile, the National Committee for Restriction of Outdoor Advertising is making promising headway simply by appealing to those responsible for offensive signs to modify or remove them. The committee reports the sympathetic assistance of Herbert Pratt, president of the Standard Oil Company of New York, in taking down objectionable signboards, while other individuals and firms are showing an encouraging willingness to make it possible to see America first instead of having the eye filled with a panorama of praise for various tires, soaps and tonics. The voluntary response to public opinion in this country is growing ever greater, and if genuine and wide-spread feeling can be mobilized in behalf of an uncontaminated supply of scenery we can get a long way without the backing of law.—*The Nation*.

CONSIDER THE SELLING END

BY JERRE NEALE



HE printer is a manufacturer, not a merchant. His business is to produce, upon order, printed supplies for the use of merchants and individuals. The very nature of his business, his training and experience since his first day in the shop as an apprentice, has emphasized the production or manufacturing phase of the business. At no time, unless when business was dull, has any thought been given to the selling end of the business. Yet, how does a manufacturer expect to dispose of his goods or keep his wheels turning without selling effort?

The selling end of the printing business has not received its fair share of consideration; in hundreds and thousands of cases there has been no such "end" to the business at all. That is exactly the reason so many hundreds and thousands of printing establishments have never been able to rise above the "one-horse" stage. It has given an unprecedented opportunity to the progressive ones who did establish selling departments, and the printing industry today records a large number of outstanding printing establishments, many of them comparing favorably with our big national institutions and each dominating its particular field. We admit it is asking a good deal to expect the proprietor of a one-man shop to spend much time in thinking about selling his work. He is too busy getting out the small orders on hand, and is engrossed with mechanical details. He can handle no more work; he can not afford to hire another printer; he hasn't time to go after additional work — so he remains a small printer. He becomes a mere cog in the machinery of the place, putting through so many impressions each day, and taking things as they happen to come.

Taking care of the selling end of the printing business does not consist in going around picking up orders which customers have indicated are ready. First of all, we must promote our own individual business. That can not be done in a haphazard way; there must be a carefully planned policy and campaign to secure customers. This means, perhaps, the use of printed salesmanship, for if we urge others to use this method of securing business, we ought to show our own belief in its effectiveness. We must convince customers that it will be to their advantage to give us their business. In our own instance, at regular intervals we send samples of work to a selected list of two hundred business firms of our city. We sent one booklet, a fine specimen, that cost ten cents postage alone, and we still hear favorable comments upon it. How do you suppose other business firms would ever learn that we could produce such work, unless we told them? The chances are they wouldn't; so we've got to tell them. That's the business of the man handling the "selling end." But it's only one method. There is opportunity for a man — sometimes more than one — to devote his entire time to devising methods and schemes for promoting the business of his firm.

Nowadays selling printing means very often selling or submitting the idea that calls for printing. This creative selling is the joy of the salesman, and it is also the most profitable for the firm. If the salesman understands merchandising he can often suggest ideas that will be greatly appreciated and will result in a profitable order. Such a job is also beyond the reach of competition. Many printing establishments are finding it profitable to maintain an advertising service department. Here suggestions are prepared, copy written, illustrations secured — all at an added charge. But customers are highly pleased with this service. They know what they want to say, but don't know how to say it. The experienced advertising man can add a hundred per cent to the effectiveness of their literature by writing the copy in accordance with the known rules of good advertising and salesmanship.

MACHINE COMPOSITION

BY E. M. KEATING

The experiences of composing-machine operators, machinists and users are solicited, with the object of the widest possible dissemination of knowledge concerning the best methods of obtaining results. Replies to inquiries will be made by mail when accompanied by return postage.

Damaged Liner Will Cause Trouble

An operator writes: "I am sending you today by parcel post several slugs. They stick in the mold and stop the machine. I do not think it is hot metal and I am asking you to examine these slugs and let me know what the trouble may be."

Answer.—We believe the trouble is due to a damaged right-hand liner. Also you may need to clean the plunger, as it may be binding in the well, since the slugs are not solid. Remove plunger, clean it, rub graphite on its surface, then try again. See if right-hand liner protrudes beyond the face of mold; the slug indicates this condition of liner. Try adding more stress to pump lever spring to make the slug more solid.

Burred Matrices Give Trouble

A correspondent asks for a material that we have not heard of before. His letter reads: "I am enclosing an envelope for a little information which I hope you will be able to furnish me. There is put up in small bottles a substance having somewhat the consistency of flowered or powdered glass, which is said to have been devised by an old-school printer for greatly facilitating the assembling of burred mats used in old magazines."

Answer.—We have not heard of the material to which you refer and are unable to help you. The best thing we know of for burred matrices is the matrix ear file. This special file is a boon to operators who must use old matrices, as it readily removes the burr without harming the matrix.

To Replace Ejector Controller

An operator asks how to replace the ejector controller, stating that it is the only part he had trouble in returning to place. He also wants to know how to correct wear on disk studs and bushings.

Answer.—You should keep bushings and studs slightly oiled to prevent wear. There is no way to correct the wear after it has occurred, except by removing the parts and putting on new ones. The ejector blade controller can be put into the slide only when the ejector slide is back the full distance. Set the registering rod at twelve, as it makes it more convenient to slide in the controller rod. To put in the controller, draw out mold slide a few inches, then pull back the ejector link and slide, then insert the controller and connect parts.

Mercury Governor Gives Trouble

An operator has trouble with the old-style mercury governor and wishes suggestions that will help him.

Answer.—The first thing to determine is whether there is enough mercury in the tube to give action. Move the adjusting rod down and observe if the flame diminishes. If it does, you may then set the governor rod at the approximate position, that is, just where the flame is caused to diminish in volume. Secure the thermometer and test temperature of metal; aim to keep it about 540°. When recasting, turn down slightly on

the mouthpiece burner to reduce the heat locally. The problem you present has been recognized and no real solution has ever been found except in the installation of electric metal pots having an independent mouthpiece control. We can not see but that you will just have to nurse it along and do the best you can, until some day it occurs to your management that life is too short for any one to worry over a gas pot. Practically all new installations have electric pots.

Damaged Matrices Due to Neglect of Line

An operator submits several matrices with damaged lower lugs, and asks for the cause and the remedy.

Answer.—We feel quite certain that the trouble is due to sending away overset lines. This can be prevented by setting the assembler slide six points less than your column width. A careful operator, however, does not need to do this, as he will not send away a line which is overset. A general rule which will help is that no line should be sent away unless the star wheel turns freely. If, when a line is set and ready to raise, the star wheel turns with difficulty or vibrates the line, avoid sending in the line. There is a possibility that the right end of the elevator back jaw is sprung away a trifle from the front jaw. Test by placing a matrix on the rail of the front jaw and observe the distance the upper lug is from the back jaw. If it appears to be too far, tap back jaw lightly forward with a pig of metal until normal distance is observed.

Clean the Contacts in Electric Pot

A correspondent asks what parts of electric pot should receive attention so as to secure the best service from the equipment.

Answer.—With every electric pot installation there is an illustrated book of instructions giving every detail regarding its care. Machinists and operators should read and study the instructions given and endeavor to understand the wiring diagrams which are given in an attached folder. The principal thing to remember in operating an electric pot is to keep the metal at a uniform height. Particularly avoid excess metal, and do not allow the metal to go low enough that the heating units are exposed above the surface of the metal. Do not dig off hard metal with a screw driver and hammer. In cleaning contacts where the contact levers touch, use fine flint paper. The narrow strips of flint paper which are a part of a lady's manicure set are useful and are a convenient means of rubbing these contacts. These are also handy for cleaning the surface of motor commutators.

Should Chromic Acid Be Used to Clean Matrices?

A correspondent asks if it is advisable to use a weak etching fluid made from chromic acid and water to clean matrices. He has tried it on a few old matrices to note the effect and awaits our reply before using it on a font of matrices.

Answer.—Warning against the use of chromic acid for cleaning matrices has been published in these columns and

elsewhere, so we deem it advisable to call attention again to the harmful effects of its use on matrices, as well as to the danger of careless handling of the powder. This poisonous acid causes troublesome skin affections, so that this point, together with the harm that may be produced on walls of matrices, should be a sufficient reason for avoiding its use. It has its

legitimate uses, however, as it is employed in cleaning brass articles before buffing and lacquering. We do not know any better way than using a rubber ink eraser or a brass cleaning brush to rub the upturned edges of the matrices while they are in a galley. No apparent harm is done with the eraser or brass cleaning brush.

A Printer's Advertising Campaign

By EDWARD C. STERRY

Superintendent, The Bunge-Emerson Company

The eight-page typographic insert in this issue forms a part of this article in that it shows some of the pieces in the advertising campaign referred to.—Editor.



JOHN WANAMAKER once said: "If it were possible and practical to send a sample of goods with every piece of advertising distributed, and a sample of every item advertised, sales would be increased forty per cent for the same advertising expenditure." The psychological effect of the free sample idea can not be overestimated, especially the sample large enough to permit of practical use. Even when truthful advertising fails to convince the most skeptical, a sample will often make the sale because it constitutes the omega of proof, substantiating the advertiser's claim.

A tailor may spend thousands of dollars telling of the texture and weave of a certain piece of cloth, but when he says to his customer, "Here it is, feel it, inspect it," he has gone the limit in convincing his customer. Oh, yes, he could make him a suit free of charge, if he so desired. A dental cream manufacturer sends a free tube of cream merely for clipping the coupon. By so doing he scores one higher than the tailor, because he extends a sample to be tested in practical use.

But samples cost money. The cloth distributed by the tailor is an expense against sales promotion or advertising, however small; neither can the manufacturer produce his dentifrice, make the tube and distribute the sample without cost. Thus, the free sample idea, while a recognized potent force in closing sales, constitutes an additional advertising expense, following the necessary "printed" campaigns which create a direct call for samples.

The printer is not in the category of the tailor or in that of the dental-cream maker. So far as advertising is concerned he stands absolutely unique. Why? Because the initial printed campaign and the distribution of samples are rolled into one. I venture to say that no other business has this peculiar advantage, not even the engraver, unless he does his own printing. But this is not all. Those familiar with production know full well the possibilities of squeezing in another job or two during the month without seriously affecting the progress of other work. Then, too, in the course of months there are thousands of pieces of paper, waste from large sheets, which lend themselves admirably to bill enclosures, package slips and letter stuffers. The makers of Spearmint spend thousands of dollars a year on paper and ink, and hundreds of other concerns spend small fortunes on printed advertising; yet with all the necessary elements at their command and control, at the lowest possible cost, printers are the poorest advertisers. It is not the purpose of this article to attempt to explain why printers are poor advertisers, but to formulate a plan which may be modified or extended to suit conditions, and thus enable printers to reap more benefit from the medicine they prescribe for others.

Prestige and influence can best be interpreted in terms of example. When a printer can say to his client, "This is what

I am doing in the way of advertising," and at the same time lay before him the physical and component parts of a complete campaign, a potent force is brought to bear which will prove conclusively that this particular craftsman indeed understands the advertiser's problem and can render the best service.

Eighty per cent of the failures in advertising campaigns can be laid to poor lists. Therefore, as this subject deals mostly with direct mail, the list is of first consideration. A 3 by 5 card alphabetically indexed is best suited for the purpose of a list. As every business house of any importance has a telephone, the telephone directory is a good source for a list, but take a new telephone directory. Such listings become obsolete almost as soon as they are off the press, so a new directory will assure a mailing list as nearly correct as it is possible to get. Some printers make a specialty of railroad printing, others specialize in labels, another concern bids for tickets, and so on. In those cases where it is desired to lay stress upon a certain class of work, a hand-picked list bought or compiled from a reliable source will prove profitable. Instead of a talk on railroad tariffs being directed to a retail millinery concern, each piece so designed would go direct to a live prospect whose interest and efforts are centered around the message you are trying to get across.

For the building of good will or for soliciting orders for a general line of printing, a new telephone directory will furnish a good list. But here's a directory containing about thirty thousand names, and we can't possibly use them all. How many, and who shall be selected? This depends upon:

(a) *The territory to be covered.* Most printers have an immense field right in their home town, unless they are equipped to do specialty work which may be called for from several States.

(b) *Class of appeal to be made.* Specialty, general printing, or a complete service from pen to mail bag. Every prospect in line for general printing can also be appealed to from the complete service standpoint.

(c) *The capacity of your plant.* A one-man shop would have little chance of securing an order for 50,000 three-color broadsides to be designed, printed and mailed for a large corporation, but at the same time this small printing concern may be overlooking a half dozen retail stores within twelve blocks which are frequently in need of stationery, sales bills or other small work. Don't solicit work that you have to "farm out"; it isn't profitable. Besides, you have to accept the other fellow's excuses and pass them on to your customer, often a disagreeable procedure.

(d) *Amount of money to be spent on the campaign.* Two per cent of monthly sales should be set aside for advertising, if the expenditure must be kept within a certain limit.

(e) *Class of names.* A selective list, if a specialty appeal is made. Or for a general appeal, a list covering the kind of concern that you are confident you are able to serve to the fullest extent.

To get the full value from a mailing list it must be constantly revised. Herein lies the importance of return address on all mailing pieces. Under first-class postage, the postoffice makes it a practice to return all undelivered mail bearing the name and address of sender. All other classes of mail must bear the statement that "return postage is guaranteed." These returns form a valuable check on the mailing list, and present the most accurate means of keeping the list one hundred percent alive.

Having compiled a live mailing list and determined a certain appropriation for advertising, we next must formulate a campaign plan. The kind of mailing pieces, which should include a house-organ however modest; how many during the month, and the date of mailing for each; one or two cent postage on one piece or on all. Every advertising campaign should be founded on a definite platform of policy. This should be the unswerving ideal, as it were, throughout the whole organization, as well as throughout the entire campaign. Whatever the policy, stick to it. Be specific. Be definite. Don't talk quality one month, and price the next. Better not talk price at all, for service is the most potential thing a printer has to sell—an intangible asset which can not be reasoned in terms of money before being performed.

Weave a human-interest story around facts and you'll have "sure-fire" sales copy. Business is much like cold steel: in its crude state it stands as a barrier to the molder, but when a little warmth is applied it is capable of being molded into exquisite design. Analyze the following copy prepared by a printer and sent out in the form of a letter—note the human-interest appeal it contains:

Miss Alice Romelle,
321 Race street, Denver, Colorado.

Dear Miss Romelle:

1. Everybody likes fudge—particularly *Home-made fudge*.
2. That's why we are making this delicious candy as a week-end special.

Made with sugar, cream, butter and vanilla or maple, prepared in a spotless white candy kitchen, and put up in dainty boxes, it fairly makes your mouth water to look at it. One customer said last week she could "eat the box and all."

3. The fact that we make this tempting candy is not generally known; but it is known that one's sweet tooth is particularly active over Saturday and Sunday. So, if you'll bring this letter along, there's a pound box of home-made fudge waiting for you at the special price of 30 cents, or two pounds for 50 cents.

Sweetly yours,

THE KANDY KUPBOARD.

Note the following points in this letter as indicated by the numbers: (1) Human interest and personal desire. (2) Reason why. (3) Closing paragraph suggests action, and offers special inducement.

Letters are the most common form of direct mail. They are good-will builders. Handled in a manner to give them a distinctive appearance, and written with a human-interest appeal, they are lifted out of the ordinary and create a lasting impression. Here are two letters that scored high:

Mr. E. W. Marshall,
310 High street, Denver, Colorado.

Dear Mr. Marshall:

When I was seated at my desk the other morning I walked a young man who announced himself as a salesman for L. H. DeMile & Co., and then with the usual "line" he talked steadily for five minutes. Being interested in his proposition, I listened attentively.

The first two minutes of his talk "sold the house," then he stripped himself of that one prize jewel—tact. My interest was damped in his proposition and he went away without my name on the dotted line.

Then I went through the morning's mail, among which was a neat two-color folder dealing with office furniture. So interesting,

short and concise were the contents of this mailing piece that I filed it away for ready reference.

The beauty of direct-mail salesmen is that you can make them quit talking just at the right moment, and, if the executive desires, a direct-mail salesman will tuck himself away ready to talk on a moment's notice.

When it comes to preparing, producing and mailing direct-mail salesmen, most folks look up a reliable concern and make it responsible for the whole matter.

This is the part we enjoy. Our place of business is your nearest telephone—Main 6780. Sincerely yours,

Dear Mr. Marshall:

Mrs. Wiggs, of the cabbage patch, once said: "Looks like ever'thing in the world comes out right, if we jes' wait long enough."

That's good philosophy. But what are we going to do while waiting? To sit down and look wise won't bring home the bacon, neither will it bring in business.

You and I are in the same boat—in business to make money. You know it, and I know it. But as you and I can't buy and sell between ourselves sufficiently to maintain our business, we have to get on the house tops and shout our wares; not figuratively, but in

MONTHLY SALES RECORD T.A. Mulford Co.

	1924	1925	1926	1924	1925	1926
JAN	18.40			JULY		
FEB	86.20			AUG		
MAR	95.00			SEP		
APR	76.46			OCT		
MAY				NOV		
JUNE				DEC		
TOT.				TOT.		

Fig. 1.—Mailing List Card

a way more effective. Desk tops are better than house tops for the modern advertiser; and when it comes to the shouting, well, a personal letter, clean, neat, well worded and accurately produced, will do all the talking necessary, for the time being.

But then you don't want to be bothered with the details of writing, processing, addressing and mailing. Why can't we shoulder this responsibility?

Yours sincerely,

The following campaign is one that the writer has effectively conducted and one that has been instrumental in doubling plant production in eighteen months:

Mailing List—One thousand possible users of direct-mail advertising.

Appeal—Merchandise analysis. Complete advertising service. Printed advertising, from copy to mail bag.

Pieces and mailing dates—

(a) Small two-color printed piece mailed in envelope under two-cent postage. First Tuesday of every month.

(b) Processed and filled-in letter reaching prospect second Tuesday.

(c) Four-page two-color house-organ timed to reach prospect third Tuesday.

(d) Monthly blotter bill enclosure, printed in sufficient quantity to serve also as package enclosures throughout the following month.

Since a printer's product is a made-to-order commodity and his service an unknown quantity until results have been achieved, returns from his advertising campaign can rarely be measured in dollars and cents. But it should be ascertained whether or not a customer is responding to your appeal and to what extent. For this purpose the mailing-list card should be printed with a form similar to the one that we show on this page as Fig. 1.

These entries should be made by the billing clerk and checked over and tabulated every three months. If there are concerns that have not sent in any business for three months, a special letter might be written them along these lines:

1. There's a certain kind of clothes that you buy in preference to any other.

Why?

Because they appeal to requirements.

2. You wear a particular style of collar because it suits your needs. What about your printed advertising?

3. Three months ago you called upon us for some work of this nature; but as we haven't heard from you since, we are wondering if the work was entirely satisfactory.

We are extremely anxious to give our patrons the best possible service in every respect. Perhaps we should have a better understanding of your requirements.

4. Our telephone is ——. Sincerely, SERVICE DEPARTMENT.

Note the following points about this letter as indicated by the numbers: (1) A personal point of contact. (2) Reason why. (3) Opportunity for complaint or comment is offered the customer. (4) Telephone number is given to stimulate action.

In place of the foregoing letter, or in the event no reply is received within a reasonable time, a special representative might call to ascertain the reason.

Every new customer on the list should receive a "welcome" letter similar to the following:

The old adage "Price is forgotten long after quality is remembered" is true not only of the shirts you buy, or of the cigars you may smoke, but particularly true of the printed sales message or the processed letter.

Perhaps that is why you selected the —— to execute work of this nature a few days ago.

At any rate, we did our level best to please you and, having no intimation to the contrary, we assume that the work is satisfactory. We are glad to number you among our patrons and hope that our service will satisfy your requirements in every particular.

Sincerely,

There is one pivot around which advertising revolves and that is *continuity*. St. Jacob's Oil, once a nationally known remedy, passed into history some years ago when upon Dr. Vogeler's death the business went into the hands of a "shrewd" old banker, who immediately stopped the "tremendous waste" in advertising. If advertising had continually pounded away at the buyers' door, St. Jacob's Oil would still hold a leading place among remedies of that kind. The power of repetition can not be overestimated. The psychological effect of continually tapping on the brain cells of prospective buyers is so effective that some large concerns contract for advertising space in periodicals for five-year periods. Don't attempt to start a campaign unless you are reasonably sure of being able to carry it through for at least one year. A shorter period will not be worth while because it takes a year or so for your advertising to become established.

As a general rule, all printers' advertising should contain color, not only for its effect upon the reader, but as proof of the printer's ability to create and execute effective colorwork. It should also be demonstrated at times that an effective piece can be produced in one color. But in such case the size or fold or some other element should be entirely out of the ordinary in order to gain attention. Color effect for a campaign as herein outlined should be studied closely so as to avoid a monotony of colors, which would be noticeable when the mailing dates run only a week apart.

Thousands of pieces of printed matter daily find their way to the waste basket without being opened. For this reason the envelope or the outside of any printed piece is of extreme importance. If the outside fails to gain attention, then the inside fails also, no matter how attractive or interesting it may

be. Every piece of direct mail sent out as a unit must be reasonably sure of gaining attention as it lies upon the recipient's desk. A curiosity-arousing caption is preferable, because it leads the prospect on to the contents. However, when a house-organ has gained a foothold and is looked for and recognized month after month, the envelope might well carry a message touching upon the nature of the contents. First impressions are lasting. Envelopes create that first impression. Dress them up.

House-organ copy has been so ably discussed in Mr. Fehrenbach's reviews that whatever might be here said about the subject would be useless repetition. However, the more valuable you can make your house-organ to your customer, the more meat it contains, the more practical suggestions applicable to his own business, the more prestige and influence your publication will create. The prospect is more interested in what he will get out of your service than he is in the kind of service you are offering him. A few paragraphs of editorial talk on some timely or seasonable topic take away the sting of the eternal grind of business and leave an impression that the human element is not being ignored but still has its rightful place in your service.

Be sure to include a blotter in your campaign. This is a piece of the greatest utility. Its continual use and handling assure repetition of its message. Executives are rather particular about the appearance of their desk tops, therefore a well written blotter in neat design and attractive colors stands a better chance of attention.

Oh, ye printers of little faith, if ye could only believe that paper and ink will do as much for you as for the fellow to whom you are trying to sell, backwoods printers in bedroom print shops, who seem to revel in cut prices and boast that cost systems are all bunk, would fade into oblivion, and the art of printing would be lifted from the corners of the earth to the lofty heights to which it belongs.



The Candidate for Congress Treats the Chapel to Cigars in the "Good Old Days"

Cartoon by John T. Nolf, Printer-Artist.

4

Examples of
Direct-Mail Advertising
and other pieces

*written, designed and produced under
the direction of EDWARD C. STERRY*

AT THE PLANT OF
The BUNGE-EMERSON CO.
DENVER, COLO.

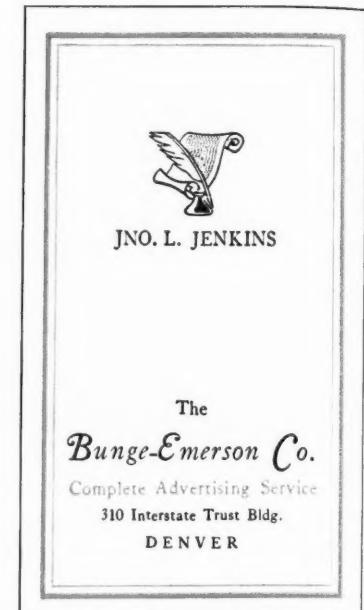


SUPPLEMENT TO "A PRINTER'S ADVERTISING CAMPAIGN" in this issue

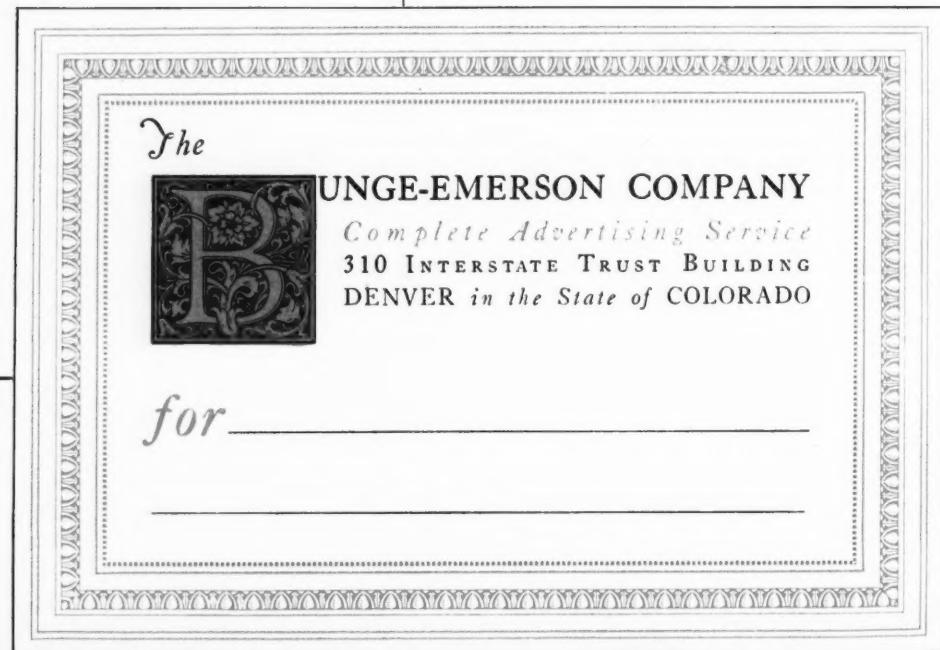
COPYRIGHT 1924, BY THE BUNGE-EMERSON COMPANY

Postage
plus
Profit

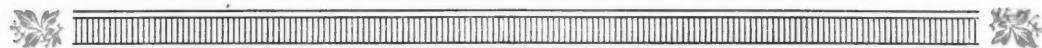
An envelope enclosure (4-page)
set in Monotype Caslon. The
swash "f" diverts from what
might have been a very ordinary
setup. See inside pages opposite.



The conventional business card has passed into history. This setup shows taste and originality.



Package labels are first impressions. Print a few at a time and make them different.



WHEN UNCLE SAM instituted the two-penny postage he gave America an unparalleled method of free distribution of advertising. The ordinary letter or bill carries less than half the weight allowed. What a pity to waste half the postage. *What an opportunity to get your sales talk on the busy man's desk.*

Enclosures cost nothing to mail and, unlike a salesman, need no traveling or hotel expenses. Besides, an enclosure slips in under cover and talks before the executive has a chance to say "call tomorrow."

A series of well written enclosures for bills, packages and letters will turn your postage into profit.

The Bunge-Emerson Company

Complete Advertising Service

(Main 6780) DENVER



*Unconventional typography makes this piece an unusual package enclosure. First page is shown opposite.
Original printed in black and fawn on dull finish India stock.*



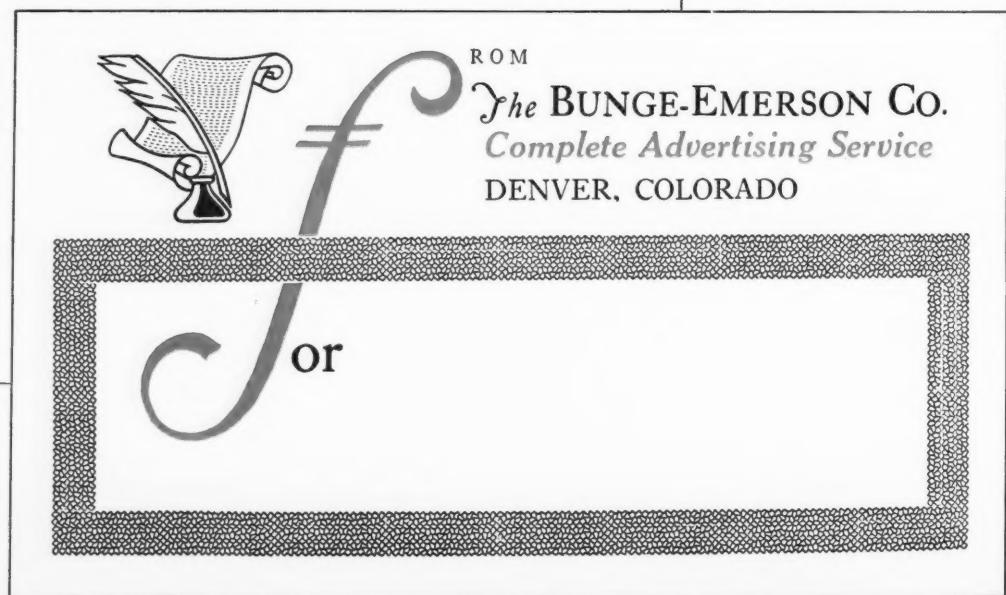
FT-TIMES the most effective form of direct-mail advertising is the piece which arrives under cover, and is read and digested almost before being recognized. The envelope enclosure has the best chance of all. Enclosed with a letter, it is bound to be read, and, besides, it costs 2 cents to mail a sealed letter anyway, and the stuffer travels all the way for nothing.

We specialize in creating and printing direct-mail publicity

THE
**BUNGE-EMERSON
COMPANY**
Complete Advertising Service

Interstate Trust Building
DENVER, COLO.

*Envelope stuffer. Original
folded twice and sealed with
red sticker. Outside bore
the caption "Sealed—and
All the Way for Nothing."*



Seek variety in package labels. Compare with specimen on second page of this insert.

Prestige

A Monthly
Publication
devoted to
Better Advertising

JUNE 1923

The BUNGE-EMERSON Co., Complete Advertising Service, Denver
By EDWARD C. STERRY, Editor

IN sincerest faith and firm belief that he who'll practice what he'll preach will find a prestige reaching 'way beyond hope's faintest ray—these paragraphs are dedicated to whom they may concern. Not that *Prestige* may prove uninteresting to the fellow who doesn't advertise; nay, much the reverse, for it is to the layman that its message is directed in the hope of enlightenment as to whys, wherefores, and value of good advertising, of which we will strive to make this house organ a model in direct-mail.

We have hope that *Prestige*—these unpretentious pages of pertinent paragraphs—will prove interesting and above all—valuable.

It will reach you on the eighteenth of each month, and we want you to look for each issue as an old friend. If it fulfills no other mission than that of creating good will, our efforts will have been well rewarded.

If you start a house-organ, establish a definite platform, and stay with it!

*f*or the business with which you have favored us during the past year—*we thank you.*

We hope that our conscientious efforts to serve, and serve well, have at least merited a portion of your patronage for the coming twelve months. *May success and prosperity be yours.*

The BUNGE-EMERSON CO.
Complete Advertising Service

310 Interstate Trust Bldg. (Main 6780) DENVER

Another blotter. Note the variety of design as compared with specimen on the last page of this insert.

THE BUNGE-EMERSON CO.
Complete Advertising Service

310 Interstate Trust Bldg.
DENVER, COLO.

W. D. EMERSON



A distinctive treatment of a business card.

DVERTISING is to business what cultivation is to the earth. It multiplies the yield many times.

IN THIS ISSUE OF

Prestige

**“Creative
Printing”**



Prestige for Christmas

FROM

*The BUNGE-EMERSON CO.
DENVER, COLO.*

Prestige for OCTOBER from
BUNGE-EMERSON COMPANY
DENVER, COLORADO

If the outside of a mailing "piece fails" to attract, the inside is likely to go with it to the waste basket. Attractive envelopes assure the contents being at least inspected.

THE
Bunge-Emerson Co.

COMPLETE ADVERTISING
SERVICE

3rd Floor Interstate Bldg.
DENVER, COLO.



Printing of Character
Stands Out Like
a Big Book

Character

CARNEGIE once claimed to be able to tell a man's character by his hands. At any rate, character is often symbolized by the first personal contact. Well printed advertising in the hands of your customers indicates character in your business methods. It impresses them to seek your service and advice. Printing of character costs no more—it is WORTH more.

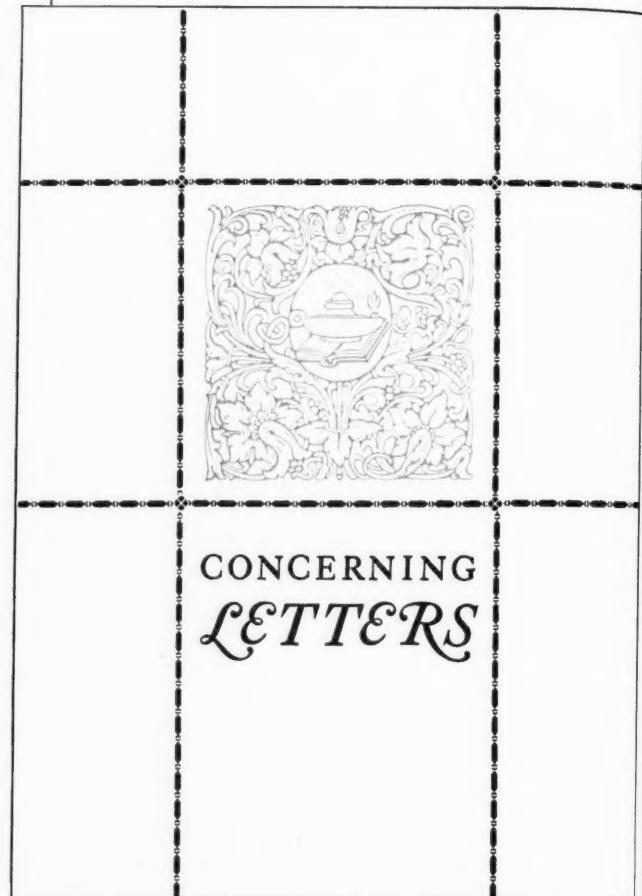
THE
Bunge-Emerson
COMPANY

Telephone Main 6780

Complete
Advertising
Service

DENVER
in the State of
COLORADO

Blotters are a valuable element in a campaign owing chiefly to their utility.



Cover page of a brochure dealing with the importance of return address on all mail matter.

JOB COMPOSITION

BY J. L. FRAZIER

In this department the problems of job composition will be discussed, and illustrated with numerous examples. These discussions and the examples will be specialized and treated as exhaustively as possible, the examples being criticized on fundamental principles — the basis of all art expression. By this method the printer will develop his taste and skill, not on mere dogmatic assertion, but on recognized and clearly defined laws. Replies can not be made by mail.

Popular Types—Their Origin and Use

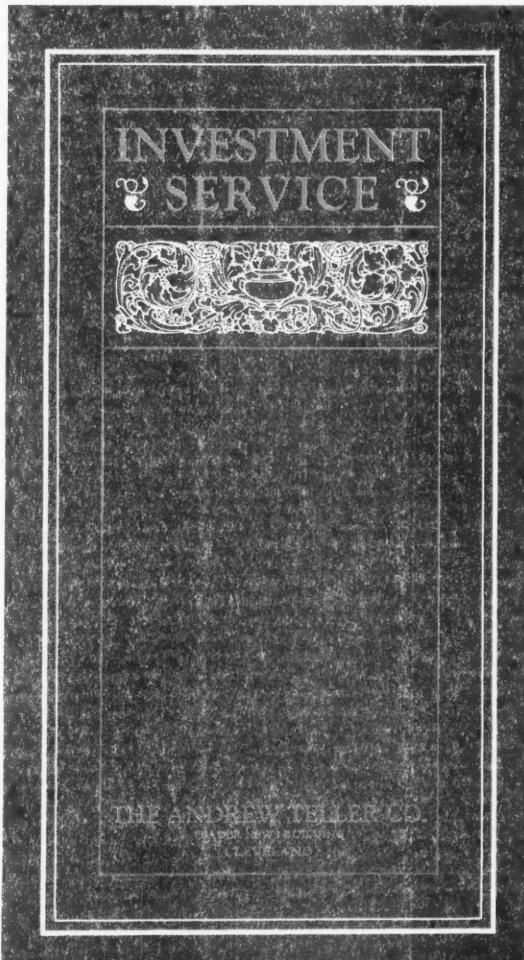
No. IX.—Goudy Old Style

Goudy Old Style occupies a peculiar position in the opinions of typographers at large. We have not heard of a single so-called "private" press that uses it; we do not recall having seen more than one de luxe book done with it. For these Caslon Old Style with long descenders, Garamond, Kennerley, and to a lesser extent Cloister, seem preferred, with Garamond, perhaps, leading at the moment. On the other hand, of 180 advertisements, one-fourth page or larger, in the May 10 issue of *The Saturday Evening Post*, standard national advertising medium, the body matter of 37, a good one-fifth of those in the edition, was composed in Goudy Old Style. Oswald Cooper reminds us that such comparisons can not be exact, that when changes are necessary in advertisements after the plates are in the hands of the *Post* they are reset in one of the faces in that publication's composing room. In other words, if Bertsch & Cooper should send the plate of an advertisement set in the Cooper series to the *Post*, and the advertiser should insist on a change, the *Post* people—not as yet awake, say, to the value of Mr. Cooper's fine letter—would reset the whole advertisement in some face they have. While we have no means of knowing the extent to which the practice of such resetting is done, we must, while recognizing the truth of Mr. Cooper's statement, reason that it is limited. Change the one-fifth ratio of Goudy Old Style in the issue to one-sixth and the showing remains remarkable. The writer examines possibly two thousand speci-

mens of printing each month in the preparation of the Specimens department, and this experience, too, indicates the unusual popularity of this face among the general run of job printers. It is a particularly fine face for the small printer who must use his type equipment over a wide range, particularly so now with the additional members of the family which provide variety within harmony.

Reverence for the types of past ages does not encourage an admiration for Goudy Old Style. It is neither a prototype nor an adaptation of any face hitherto produced. Not the best book face by several, it nevertheless represents the triumph of an earnest effort to produce a type face that would be equally at home when used for the modest business card, the dignified letterhead or for fine booklets and catalogues. Considering the full range of printing, not just books—which some most frequently heard of in printing circles seem to feel is all that is of account—the writer does not hesitate to rank Goudy Old Style very high in the list of popular and useful type faces.

As the name indicates, this popular type face was designed by Frederic W. Goudy in 1916 especially for the American Type Founders Company. It is not available for machine composition. Not the most esthetic of Mr. Goudy's many type faces, Goudy Old Style is the most practical and the most useful. Although the face has a noticeable affinity with the classic roman types of the early Italian printers, it is modernized for present-day purposes.



Goudy Bold has the strength essential for typographic cover designs to be printed on colored stocks. It possesses, also, that esthetic quality, absent in most of the bold-face types, which is required if the page is to appear, as it should, well dressed.

The Quintella Piano

AN IDEAL INSTRUMENT FOR TRAINING LITTLE HANDS

FORTUNATE indeed are the children who are started on life's great journey with the most helpful equipment. A knowledge of the best in music means an uplift all the way. No other piano will train the child's hand better than the Quintella. It is used in over four thousand of the leading educational institutions. More than thirty thousand discriminating parents have selected Quintella Pianos because they want their



children to appreciate music of the highest type. Write for our booklet—"Music for Children"

THE J. M. FITZHUGH COMPANY

NEW YORK PHILADELPHIA CHICAGO ST. LOUIS

This advertisement demonstrates the clean-cut appearance which results from the use of Goudy Old Style, also the open character of the letters. The beauty of the letters, individually, is a point decidedly in favor of this face when type must be relatively larger than customary.

Enlivened by more contrast between the thick and thin lines than is characteristic of Venetian forms, Goudy has, in addition, a quality of its own, which is best expressed by the term "flowing." For this reason it was recommended—and widely used for some time after its introduction—for use where hand lettering had been the rule. While the quality of the type remains the same, of course, our greater familiarity with it weakens the effect in that respect. There is no suggestion of restraint or stiffness where Goudy Old Style is employed, even though the design is classically correct. The light shines freely through each character and defines the lines of which it is formed, an important factor in its legibility. The face has a number of the characteristics of Mr. Goudy's more famous letter, Kennerley, but is lighter in color and has less monotone, and, so, it shows to better advantage in the small sizes. Kennerley is primarily a face for composition in robust sizes.

"Goudy Old Style," writes W. A. Dwiggins, whom we have quoted before, and whose opinion carries considerable weight, "may

be suitable to wide use, and, referred to, Goudy Old Style, thanks to this absence of odd letter forms and to the openness of its characters, is unusually legible. The lower-case letters are large and open, though this involves abbreviated descenders, unpopular these days.

HOTEL MORTON

AN UP-TO-DATE EIGHTEEN STORY
HOTEL, LOCATED AT ROANE AND
FRONT STREETS IN THE HEART OF
CHICAGO

FIVE HUNDRED ROOMS WITH BATH
RATES \$2.50 A DAY

AMERICAN PLAN

EXCELLENT CUISINE

The dignity of the Goudy capitals is illustrated by this simple composition of a business card.

be said to be one hundred per cent good in the design of individual letters. When they are composed in a body the curves of the letters—individually graceful—set up a whirling sensation that detracts somewhat from legibility. That is to say, the curves are perhaps too round and soft, and lack a certain snap and acidity. The color of the face is excellent. The capitals, when used alone, compose into strong and dignified lines."

Another writer has characterized Goudy Old Style as being "gloriously feminine, free and graceful, with a beauty more than skin deep." There is a note of the mechanical, the precise, in Goudy Old Style which is, perhaps, responsible for its lack of great favor in the more esthetic circles, where practical considerations as viewed by the general printer are of little consequence. In these circles the tiny counters of the lower-case Garamond, or Garamont, "a" and "e" are, inferentially, points to be admired. Look through the entire Goudy alphabet, in contrast, and you do not find a freakish letter. This is a great point in its favor when one thinks of a type face that must

be
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valu
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An

Besides being clear, Goudy Old Style has a certain, and unusual, decorative quality that fits in admirably for business card, letterhead and, in fact, general display. This quality is largely due to the characterful formation of the serifs. It is a very good face for broadsides, circulars and the like—and more than passably good for books and booklets, where there is considerable "straight matter." Of how many types can as much be said?

The Goudy Old Style capitals combine beauty with dignity to an unusual degree, which, further, recommends the face to the printer who must mix display lines of capitals with lower-case and, sometimes, set a card, title page or cover design wholly or partially in the capital alphabet for purposes of emphasis.

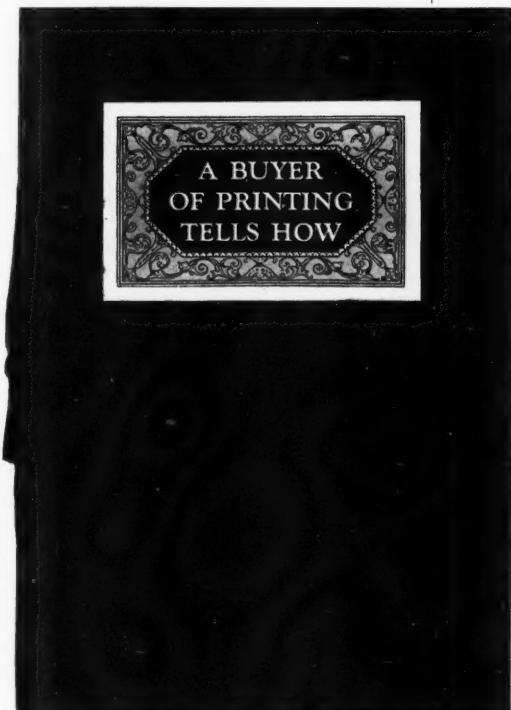
With respect to the points above made, tending to demonstrate the versatility of Goudy Old Style, visualize your attempt to execute a general run of printing with one type face. Would Bookman suffice? Would Bodoni satisfactorily fill the bill? Would Kennerley be suitable? Go through the entire list and there is only one that you are certain is equally or more versatile, and that one is Caslon. Caslon makes better straight matter and is without doubt less tiring to the eyes. Goudy Old Style makes better large display. More people will O. K. Caslon, but few will dislike Goudy, outside a solid book.

Another thing that makes Goudy type valuable is the fact that it is obtainable in series. The family now numbers ten, and



The Salesman's Dependence on Publicity

TWO traveling men met in a hotel after a hard day's work in a western city and began to josh each other about their respective lines, which were not competitive. The first salesman was very peevish. "These so-called modern merchants wouldn't appreciate a real value if it was handed to them on a silver platter and wrapped in a Liberty Bond. I show them an entirely new article at a price they admit is way low, with a fat forty-five per cent margin for them, and they



An attractive type face that is suitable for "reversing" is unusual. Just another of the good qualities of Goudy Bold.

A booklet text page by The Barta Press, Boston, Massachusetts, which demonstrates the value of Goudy Old Style in that class of composition.

all are good looking. This gets us to an interesting point: It has been the rule in this series to pass lightly over the bold-face members of type series. This has been due, first, to the fact that bold-face types are derived from the light-face letters of the same general form, and, second, because their employment is limited. Furthermore, and this is the more important reason, there were not until the last few years any really distinguished bold-face types. Probably the stimulating effect of recent interest in all phases of advertising is responsible for the three handsome bold types now available, Cloister Bold, Goudy Bold and, finally, Garamond Bold. At the moment Goudy Bold is preëminent in use, and time only can tell what the bold Garamond will accomplish in competition with it.

To see entire advertisements composed in Goudy Bold without being offended is a tribute of no mean importance. Its beauty of form compensates for its depth of color, which, by the way, is not so intense as has been characteristic of bold-face types in the past, notably Cheltenham. Douglas C. McMurtrie, director of the Condé Nast Press, whose opinion on typographical matters carries considerable weight, employs Goudy Bold at the Press referred to, although the Old Style is not shown in its catalogue of type faces. In a symposium conducted by a contemporary publication recently, Mr. McMurtrie named Goudy Bold as one of ten faces he would select for a modern composing room. Everett R. Currier did the same, as did also David J. Gildea.

This sturdy and handsome letter, the companion of Goudy Old Style, was not designed by Mr. Goudy. It is the work of Morris Benton and appeared in 1917. It is, of course, based on the Old Style, which is evident in the proportions of the letters and in the formation of the serifs. There is, therefore, a close family resemblance. This applies to the entire series, which, except for the Old Style, was designed by Mr. Benton, who is preëminent as the developer of the type "family." It is not generally known, yet it is a fact, that the development of a type family requires almost as great a degree of originality as is required in producing a basic design.

While Goudy Bold finds its ideal combination with the Old Style, it makes an admirable display for Caslon body, the bold members of which family are stiff in comparison, and, in fact, with any old style roman. Admirers of the Bookman face find Goudy Bold a suitable and effective companion. This accounts for the fact stated by Mr. Bullen, that Goudy Bold outsells the Old Style fifty per cent.

Both the Old Style and the Bold have especially good italics, notable for an unusual combination of grace with legibility. Their characteristics are those of the romans. On the whole, the Goudy series, as stated, but repeated here for emphasis, is an admirable one, and no printer — particularly no advertising typographer or general printer — will have occasion to regret having installed it in his composing room. In so far as space and material available permit, the accompanying examples demonstrate its attractiveness, its readability and its versatile utility.

AMERICAN INSTITUTE OF GRAPHIC ARTS

The officers elected at the annual meeting of the American Institute of Graphic Arts were: Honorary president, J. Thomson Willing; president, Burton Emmett; first vice-president, William E. Rudge; vice-presidents, Porter Garnett, Pittsburgh; Frederic W. Goudy, Marlboro, New York; Dard Hunter, Chillicothe, Ohio; William A. Kittredge, Chicago; John Henry Nash, San Francisco; Douglas C. McMurtrie, Greenwich, Connecticut; Norman T. A. Munder, Baltimore; Joseph Pennell, Brooklyn, New York; recording secretary, Stephen H. Horgan; corresponding secretary, William Reydell; treasurer, Henry L. Sparks; directors, to serve three years, Frank Fleming, Clarence H. White and Edmund G. Gress; director, to serve one year, Heyworth Campbell.

Full and interesting reports were read by President J. Thomson Willing and by the chairmen of the various committees, all of which showed the enthusiastic service these men are giving to the Institute. Earnest Elmo Calkins, chairman of the Committee on Admissions, reported the accession of sixty-three new members during the year, forty-two of these from various parts of the United States and twenty-one from New York city. Treasurer Henry L. Sparks reported the receipt of \$6,070.30 during the year, with disbursements of \$5,889.70. Chairman Emmett's report on the five exhibitions of the year showed how the work of the Institute is being appreciated by the public. The exhibition of the "Fifty Best Books of 1923" has been traveling extensively, being shown only recently in Buffalo, though the 1924 exhibition was opened in New York on May 22. Book publishers are most anxious to help in this work, and the demand for the exhibit of the fifty books is so great through the country that two sets of the same books could easily be used to fill the demand for these exhibitions. Thirty-five hundred visitors attended the exhibition of "Printed Pictures, How They Are Produced," which was held last October. The April exhibition of "Contemporary Commercial Printing" is now in Boston and will tour the country.

Public Printer George H. Carter, who was present at the annual meeting, said he stole away from Washington, where he has been exceedingly busy printing a new edition of "The School for Scandal." He appreciates the splendid work the

Institute is doing toward elevating national taste in everything connected with the graphic arts, and is particularly pleased with the "keepsakes" secured for members.

The meeting of May 22, at which the exhibition of the best fifty books of 1924 was opened, was the tenth anniversary of the founding of the A. I. G. A. At that meeting the honored guest was John G. Agar, president of the National Arts Club, to whom credit is due for the establishment of the American Institute of Graphic Arts.

CAULKING LEAKS IN THE PRINTER-VESSEL

BY GEORGE W. TUTTLE

Business leaks are not pleasant to contemplate; they cut profits, which is a far different matter from cutting coupons. Still, when there are leaks we must find them, lest the business ship go to pieces. What, small leaks sink our stanch old ship? Not much; we'll caulk 'em! Who wants to be carried out by the waste-barrel route?

When the proprietor "Doesn't care," the pressmen and all of the force "Don't give a hang!" Needless leaks must get their solar-plexus first in the office. The stenographer and typist should get all she earns and earn all she gets — some office help would make any business lop-sided.

Does not haste often mean waste? Errors are leaks in the printer-vessel. "First be sure you are right, then go ahead," is a good motto, even when work presses and customers are insistent, and big prospective profits shout: "Get busy and hustle out that job!" Some pressmen seem to love variety, judging from the number of copies that they print on a bias — making customers so cross-eyed that the next job goes across the street to your competitor. Is it not up to the printer to give wasteful methods of employees their quietus?

When an employee is cutting stock he is not expected at the same time to discover the North Pole, solve all your business problems, or even to propose to his best girl. How an error in cutting stock may cut into profits — a double-edged cut, as it were! The man who makes few mistakes is a jewel! The man who makes none is a classical myth!

Accidents will happen, machinery will give out! But bear in mind that while some hindrances can not be foreseen, many are preventable. Foresight is swift to detect weak spots, swift to take the one stitch that saves the nine — either foresight or foreman-sight! Some men do their thinking beforehand, others afterward!

What about your own leaks? Are any customers lost through tactlessness, carelessness, inattention, or lack of a bit of extra service that would pay big dividends in future orders? Is your hat on the office rack when big business would fain smile and say: "Your inning"? It is still a bit difficult to corral big orders — or even to stop small leaks — by proxy.

DID CICERO'S SUGGESTION LEAD TO THE INVENTION OF PRINTING?

The coining of the word "compositor" is ascribed to Cicero, who conceived the idea of movable types which required some one to arrange. Ridiculing the theory that everything came into being by an accidental combination of atoms, he says: "I can not understand why whoever thinks this possible should not also believe that, if countless types of the one-and-twenty letters [of the alphabet], made of gold or other material, were thrown into a heap anywhere, the *Annals of Ennius* might be legibly composed; though I don't know that chance would effect even so much even with a single line." The translator thinks it "wonderful that this suggestion did not at once lead to the invention of printing." Cicero evidently thought that composition required an "intelligent compositor." —A. Williams, in *Printers' Register*.

DIRECT ADVERTISING

BY ROBERT E. RAMSAY

Author "Effective House-Organs" and "Effective Direct Advertising."

This department takes up the subject of effective direct advertising for printers, both in connection with the sale of their product, and in planning direct advertising for their clients. It is not a "review" of specimens, nor does it treat of direct advertising from that standpoint. Printers are urged to send in specimens of direct advertising prepared for themselves or their clients, in order that they may be used to demonstrate principles.

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Handling the Research Work in Typical Direct Advertising Campaigns

Benjamin Franklin, America's first direct-advertising printer-producer, at least in that he edited and printed *Poor Richard's Almanac*, was the forefather of the modern idea of research, or investigation, as a basis of facts. You recall he emphasized, "If you want a thing done go, if not, send." In much the same spirit, some months ago Barton, Durstine & Osborn, advertising agents, with offices in New York city, Buffalo and Boston, wanted to learn "Who makes the buying decisions in respect to the principal supplies and services in business use—the chief executive, a subordinate in authority, a subordinate subject to approval, or chief and subordinate executives acting in conference?" To quote from a brochure issued by *The Nation's Business*, this is what they did: "To learn the facts, Barton, Durstine & Osborn went direct to the market."

Few researches apply more directly to the use of direct advertising than this one, and so I shall refer to it at some length, because the returns indicate clearly that in many lines a few executives control large amounts of purchases. Having found the names of those "few executives" in any case the campaign becomes ideal for direct advertising handling. The fact that this research was *not* by a printer-producer emphasizes its utter sincerity on this latter score.

In commenting upon this research, Roy S. Durstine, a member of the firm, said: "In this agency it is our belief that today, more than ever, good judgment in many advertising campaigns points to less regard for the more remote results and by-products of advertising, and more intensive concentration on immediate prospects for sales. This investigation has confirmed our belief that the point for greatest concentration for sales in the market for business products is the executive."

The survey, research, investigation, market analysis, which ever term you wish to use, embraced five representative classifications of business, touching one or more specific products in each. Inquiry was made in the field of:

Plant equipment: *sprinkler systems*;

Office appliances: as to the choice of *typewriters*;

Construction: *engineering counsel and building materials*;
Financial administration: *banking connections*.

Distribution: *delivery cars and tires*;
So that our readers may understand exactly how a typical research is made, permit me to go at some length into the *modus operandi* and show some of the results as well. Later in this article other typical investigations will be shown and the methods of researching explained. Barton, Durstine & Osborn chose for this survey the following cities both as to size and geographical location, in addition to diversification of industry in each:

Eastern: Rochester, New York, with 295,850 population; Worcester, Massachusetts, with a population of 179,741.

Central: Indianapolis, Indiana, with 314,194 population; Dayton, Ohio, with 153,830 population.

Southern: Birmingham, Alabama, with 178,270 population.

Western: Tacoma, Washington, with 96,965 population.

Now to whom did they send out their questions? Since most business, except retail, of course, is transacted by firms of highest rating and greatest resources, it was decided to put the questions to firms rated at \$50,000 and over. This immediately gave them such a large list of persons who were to be questioned that it was decided to mail out the questions rather than attempt to get responses through personal calls.

Fig. 1 is a facsimile reproduction of the questionnaire which was sent out, and is a typical example of the answers received. Note that signatures were requested only if a copy of the survey was desired, an important factor in getting replies in many cases. In this research more than half of those returned were signed. Fig. 2 is a facsimile reproduction of the form letter sent out to the entire list, to which nearly twenty per cent responded. (The results will be found in Figs. 5, 6 and 7, respectively.)

Writing in *Marketing Service Forum* a short time ago, Percival White, an authority on market research, summed up the results that might be expected from a typical market research or analysis, under three major channels:

Questionnaire

The purpose of this inquiry is to determine the responsibility for making purchasing decisions. It covers five important groups of supplies and service in business use: 1. office appliances; 2. building; 3. plant equipment; 4. automotive transportation; 5. banking.

Kindly check in spaces provided, disregarding items not applying to your organization.

	1. Who decides what kind of equipment and supplies are needed?	2. If you are building or remodeling, who chooses?	3. Who decides what kind of building material?	4. Is master oferring shipments and deliveries, who chooses?	5. Who determines the class of banking equipment?
Chief executive (President, Vice-President, Secretary, Treasurer, or General Manager)			✓		✓
Subordinate executive, acting independently					
Subordinate executive, subject to approval	Office Mgr.				✓
Conference of chief and subordinate executives		✓	✓	✓	

Sign only if a copy of the report is desired
Name: **THE EGRY REGISTER COMPANY**, Title: **Dayton, Ohio**

FIG. 1.—A facsimile reproduction of a questionnaire used by one of the large New York advertising agencies in handling research work preliminary to planning the campaign.

“1.—It will mark out and plan the campaign, assist in coördinating the activities of the advertising department with the sales department, determine the scope of the direct advertising campaign, and help to fix upon the specific type of literature best suited to the purpose.

“2.—It will, furthermore, set forth various alternative methods for carrying out the plans in use or contemplated.

“3.—In the process of making the analysis, tests are carried to select the best one of these alternatives, so as to insure the elimination of waste in the conduct of the actual direct advertising campaign.”

Fig. 3 is a reproduction of how Mr. White charts these three phases, and *indicates their importance in planning any direct advertising campaign*. When a recognized advertising agency of the standing of Barton, Durstine & Osborn goes on record so strongly on the value of a market research in planning an advertising campaign, it behooves printer-producers, comparable with the advertising agencies and their representation of the publications, to give serious consideration to this strategy in the planning of direct campaigns where the results are so quickly noticeable. It is a pleasure to record the fact that many of them have been doing this for some time. One prominent western producer, who requests anonymity, makes this statement: “We have found the most complete source of information at the other side of the doorstep. In other words, we are making personal investigations before putting on mailing campaigns. We have found that by calling on a minimum of five per cent of the mailing list we are going to, and asking specific questions which are designed to draw him out, the prospect will volunteer additional information, enabling us to learn the objections which have to be overcome. We have found that by this method we are enabled to produce campaigns which are showing very gratifying results.” This printer-producer made an investigation upon 200 Ford owners, as a preliminary to a campaign addressed to some 4,000 Ford owners. Another research made by this printer was a call on some 250 housewives on the subjects of hams and bacon, as a preliminary to a campaign of some 5,000 mailing pieces. A third, which has only recently been completed, was a research in person of some 500 Buick owners and prospects, prior to mailing a campaign of some 20 pieces to a list of about 10,000.

“We do not write copy or make definite plans until our investigations are completed. In this way we find we can answer the objections of the prospect before he, or she, can bring them up, and I am sure this one feature is largely instrumental in making our mailing campaigns so effective. Incidentally, we get some very interesting experiences out of these

investigations, and the completed reports are given the advertiser and are very valuable for them.”

Fig. 4 reproduces three of the questionnaires which this western printer-producer placed in the hands of the personal investigators covering the Buick research as well as the one to housewives, and a third now in progress. The subject of personal interviews requires an article in itself, for unless the investigators are trained beyond committing their questions to memory and unless they make some attempt to lead the prospect or customers, the investigation is likely to be poor in net results.

“Interviewing has decided advantages over other methods of obtaining information, particularly for localized investigations,” writes Mr. White in his new book “Market Analysis.” “If, for instance, the investigation were on the market for food products in a certain city, it would be far better to interview all the principal dealers in that city than to send them questionnaires. It is a certainty that even at best only a small percentage

would answer the questionnaire, whereas a majority would register their opinions when questioned in person. If, on the other hand, the investigation were national in scope, then a written questionnaire would have to be used.

“Interviewing, however, has many serious disadvantages,” Mr. White continues. “To begin with, the results of a series of interviews are likely to be so vague, so general, and so detailed that they do not lend themselves to being classified

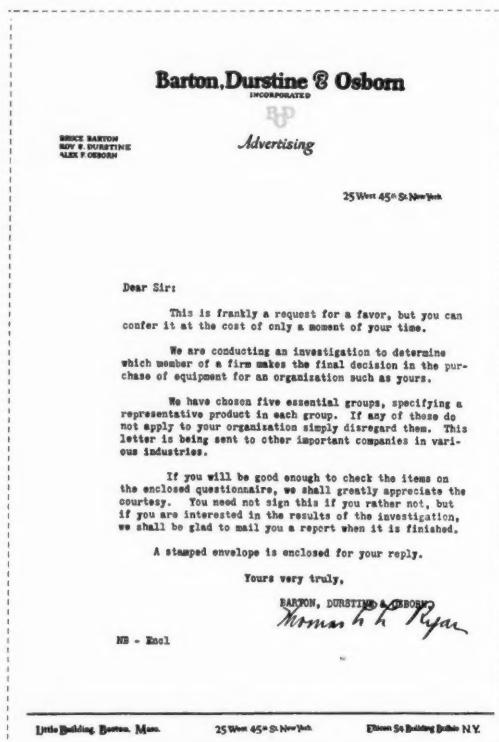


FIG. 2.—The letter sent out with the questionnaire shown in Fig. 1, which produced nearly twenty per cent returns, an unusually high percentage, especially in view of the exacting nature of the questionnaire.

and averaged.” It is for this reason that a printed questionnaire is usually supplied the personal interviewer, so that the answers can be classified and averaged, and so that the interviewers then follow some set series of questions.

When I asked for some further details from the printer-producer who specializes in personal investigations, with particular reference to the instructions given the investigators, he replied: "I do not have any instruction blanks. We simply detail to the girls on the investigation what we want to accomplish and give them these printed questions (Fig. 4) to use as leaders. They compile their own data in addition to the regular answers they get from the questions asked. It is simply a case of going from door to door, or from office to office, and reaching the people you are looking for. Sometimes we find it pretty hard to find them in, having to make two or three or more calls to talk to them. However, we have found that the data secured on these investigations are always worth the trouble, and help materially in the preparation of our copy and plans. We do not make any investigations by mail. It has always been our belief that the personal interview is much more productive."

My personal experience runs counter to that just quoted. Admittedly in the hands of the *trained* personal interviewer the personal call has the advantage over the mail call, but if it is handled by girls without special training much better research can be done, *at far less cost*, by mail. For example, while advertising manager of Art Metal Construction Company, Jamestown, New York, I prepared a letter-research for a Chicago printer-producer, which was sent to some 500 firms to ascertain what kind of steel office equipment they used, and why they had purchased it. Prior to the tabulation of these data it was the opinion of most of us that fire protection was the outstanding selling argument. Of the 500 written to, exactly 348 replied, and the reasons these had standardized upon steel equipment were as follows: Durability of steel, 25 per cent; fire protection, 16 per cent; appearance, 14 per cent; convenience, 9 per cent; saving of space, 8 per cent; impervious to climate, 7 per cent; scope of line, 5 per cent; sanitary qualities, 4 per cent.

What kind of heat have you?.....
Do you buy any particular brand of coal?.....
Do you buy your full winter's supply at one time or several times throughout the winter?.....
Do you buy from one company only or from different dealers?.....
Why do you buy from one dealer in preference to another?.....
What influences your judgment in buying coal?.....
Do you or does Mr. buy the coal?.....

HOUSEWIFE	
Name.....	Address.....
Do you buy whole hams?....Sliced ham?....Sliced boiled ham?....	
Whole bacon?....Sliced bacon?....Sliced bacon in 1-lb. cartons?....	
If you buy sliced bacon in cartons, why?.....	
If not, why not?.....	
Do you specify brand in buying ham or bacon?.....	
Why, or why not?.....	
What appeals to you most about the ham or bacon you buy?.....	
Have you ever found sliced bacon in cartons mildewed or moldy?.....	

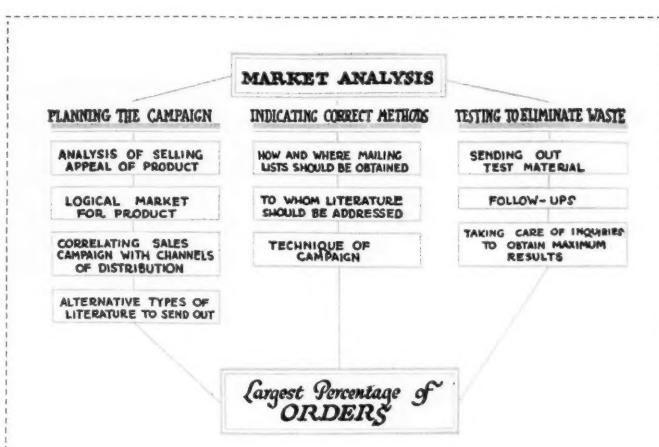


FIG. 3.—This chart by Percival White in *Marketing Service Forum* outlines the method by which research work (market analysis) insures maximum results from direct advertising.

This investigation brought answers from some of the most prominent executives in the country. One or two *telegraphed* their responses.

In a more recent research, handled for a prospective radio assembler, some 300 form letters were sent to the leaders in about 30 industries, with the result that fifty-five per cent answered and the prospective radio assembler decided to keep his cash in his bank! At an expense of less than \$100 this prospective manufacturer was saved a big loss, for another firm at almost that same time disregarded the research thought and lost some \$30,000 in less than a year, and are now back trying to make it up in their "beauty appliances" field.

To bring the discussion back directly to direct advertising, prior to launching their new house-organ, *The Red Barrel*, the Coca-Cola Company, Atlanta, Georgia, conducted a survey of two thousand jobbers, twelve hundred bottlers, and all of their own employees. "The survey revealed the fact that sixty-two per cent of the jobbers and bottlers read regularly those publications which make constructive contributions to their businesses, which do not devote their entire space to advertising the publishers' products, nor to the facetious squibs about their own employees."

There is no denying that a market analysis will be of great help in planning any kind of advertising campaign, and especially of direct advertising campaigns, yet it must also be admitted that many advertisers will refuse to make the slight

BUICK				
Touring	Roadster	Coupe	Sedan	6 Cylinder
Why do you prefer Buick?				
Why do you prefer open closed model?				
If you could buy an open car with an enclosure for winter use, or an enclosure for your open car, would you prefer it to a closed car?				
How do you like the new Buick and 4 wheel brakes?				
If you were selling automobiles, what feature do you think would be best talking point?				
Where do you get service and repairs?				
Has the service been satisfactory?				
What, in your opinion, is the most desirable service features?				
Workmanship Promptness Dependability Flat Rate Price Location Courtesy				
Do you feel that you can get as good service from a repair shop handling all makes of cars as from an authorized Buick station?				
Are you sure that you get genuine factory parts at outside repair shops?				
What, in your estimation, has been greatest improvement this year in automobiles?				

FIG. 4.—Three questionnaires used by one western printer-producer for the securing of data. These slips in each case were used by girls who called house to house, or office to office, to get the information, as preliminary to planning resultful direct advertising campaigns.

investment necessary for an adequate survey. A refreshing example comes to mind of a New York paper jobber who in order to find out exactly what printers and advertising men wish in the way of paper sample books is at this moment

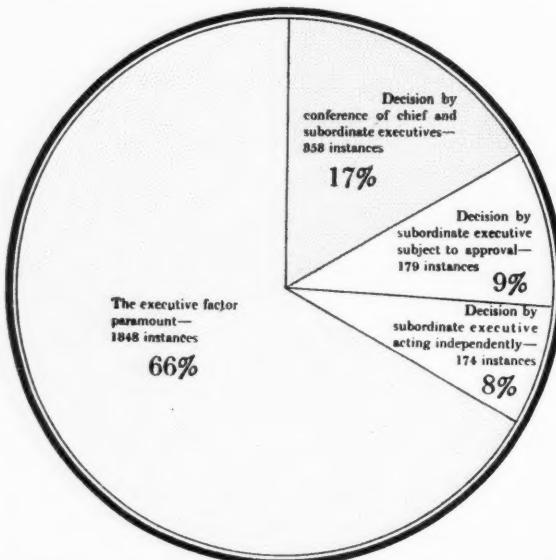


FIG. 5.—The "pie" chart, one method of tabulating results from a research. This shows returns from Figs. 1 and 2, on one basis.

researching in a unique manner every printer upon his prospective list, all members of the leading advertising agency organization, and all members of the leading advertising managers' organization. The final tabulation will undoubtedly show this wholesaler of paper many new and very valuable things in planning his advertising that could only be guessed at now.

There remains but one phase to be considered, and that is what to do with the results when you secure them. For instance, within a month the writer was called in to listen to the replies to a questionnaire mailed out to some 100 large manufacturers on a projected phase of direct advertising. The person making the investigation had no idea what the *results* were. He read first one reply and then another—and one might be diametrically opposed to the other. In the end, when asked what the net of the findings was, he replied: "I guess about fifty-fifty." The replies were turned over to a man experienced in research work. He tabulated the returns in a graphic form, when it was found that only two out of the 100 or more answers, or less than two per cent, were *opposed to the new plan*. Ninety-eight per cent favored the idea, but differed as to details of handling it. Details can be adjusted easily. The *principle*, however, was the reason for the questionnaire.

Reverting again to the Barton, Durstine & Osborn research, because we have all the facts in connection with it, we find we can tabulate the returns in three ways. First, we find 334 firms replied to the questionnaire. In all, 2,054 buying decisions were indicated. They showed very plainly that the executive factor dominates the purchasing policies of American business. Fig. 5 is the composite return made up in the form of a "pie" chart. The importance of this research is emphasized when we note that the firms covered by this survey are representative of a group of

approximately 60,000 that make more than eighty per cent of the country's manufactured products. Six cities were investigated, and so Fig. 6 shows us in graphic form the results in those cities, upon a *city* (also geographical) basis. Observe that the executive factor preponderated in every city.

Now we can take our results and tabulate them another way, by the class of products or services under investigation. The result is shown, graphically, in Fig. 7. In giving out these results to the public we find appended this word of warning: "Although the products covered were representative, it can not be claimed for the investigation that it was finally conclusive for the entire business market." Research work has been aptly termed "the steering gear of the sales department."

In closing, permit me to explain that by research we are talking about *investigation* outside of the office, library, or plant, as a basis of proper planning. We shall explain the use of data files from an internal viewpoint later. "An ounce of investigation is worth a pound of post mortems" is the way I expressed it in *Direct Reflections*, issued by James F. Newcomb & Co., New York city. It summarizes the entire idea splendidly.

WAS HE RIGHT?

"My wife got me interested in the chicken business," said the printer. "She obtained an incubator and now I'm going down to the wholesale dealer's to get some eggs for setting."

"Why go so far?" queried his friend. "Are there not plenty of poultry raisers among your neighbors who can furnish better eggs than you will get at the wholesale house?"

"Yes, but I can get cracked and 'fresh' eggs there and save quite a bit of money."

"You don't expect results from such eggs as that, do you?"

"Well, I know several business men who are trying to hatch out new business from the cheapest and poorest printing they can buy, and if they can manage it why can't I do likewise with my eggs? They're wise people, and ought to know what they are doing."—*The Cadmus Press*.

Graphic Chart analyzing returns from the Purchasing Questionnaire; showing by cities the comparative extent of the 4 purchasing methods in use

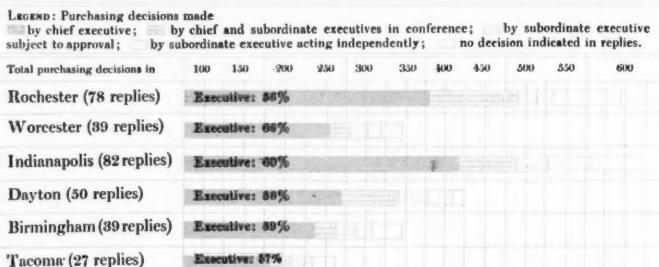


FIG. 6.—The same set of answers used to make Fig. 5 were here tabulated in a different way to see if the geographical location made any difference. Read carefully the legend above the bars.

Graphic Chart analyzing returns from the Purchasing Questionnaire; showing by class of product the comparative extent of the 4 purchasing methods in use.

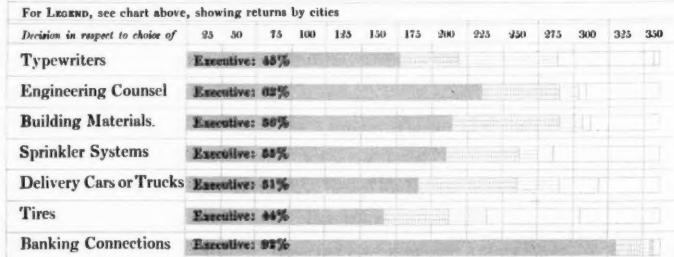


FIG. 7.—Here the same set of answers used to make Figs. 5 and 6 were again tabulated, this time to see if there was any appreciable difference as to class of products, or services.

SPECIMENS

BY J. L. FRAZIER

Under this head will be briefly reviewed specimens of printing sent in for criticism. Literature submitted for this purpose should be marked "For Criticism," and directed to The Inland Printer Company, Chicago. Specimens should be mailed flat, not rolled. Replies can not be made by mail.

HAYWOOD H. HUNT, San Francisco, California.—Our only regret is that either because of the colors of stocks or inks, or the number of colors, it is out of the question to make a proper representation in these columns of most of the beautiful pieces you have sent us. Figured stocks and dainty color schemes are not adaptable to reproduction in a manner that will distinguish their true beauty. To show them in one color with halftones would be an injustice. The folders, announcements, menus, etc., are of the finest quality imaginable, your exceptional taste in type use being emphasized by the equally good taste in the selection of stocks and colors. The menu-folder for the Fireman's Fund and Home, Fire and Marine Insurance Companies dinner and dance is remarkable as an example of pure typographical work. We are reproducing the initial page of the announcement of the exhibition of the Fifty Books of 1923, executed in the Goudy Antique type face, and suggest that our readers compare it with the announcement of the same exhibit made at Chicago, which was reproduced in the specimen insert of last month's issue.

THE JACKSON PRESS, London, England.—The specimens in Kennerley are excellent typographically and the colors are especially pleasing. The card for Raithby, Lawrence & Co., announcing the removal of their offices, is strong in general effect and has some attractive features. However, the blocks of capitals, which are relatively large in proportion to the size of the groups, are not pleasing. If capitals were considered desirable to fill out—though we're certain a better result could have been achieved with lower-case of either roman or italic—then, a smaller size, more widely line-spaced and less irregularly letter-spaced, should have been employed. This would involve a change in the second line, probably to roman caps. As printed, the short lines of crowded capitals have to be studied out, so to speak. However, and as stated, the general effect is very good as a result of a pleasing color combination, good type (Kennerley) and an attractive border. The second card for the publishers of *The British Printer* is excellent, as, in fact, are all the other specimens.

LOUIS KEISER, Brooklyn, New York.—"After 18 Years" is interesting. The design and typography, although rather too ornate, are very good, but the color effect on the third page is too warm for pleasing results.

DON HEROLD, Yonkers, New York.—The illustrated four-page letters for various automobile distributors are among the most handsome and effective we have seen, as are also the sev-

eral advertising pieces which were gotten out for the Mergenthaler Linotype Company.

OLIVER H. McGINNIS, Washington, Pennsylvania.—Your work is very good indeed. Tasteful arrangements of good type faces, featured by exceptional use of white space and good presswork, make them all one could desire for the character of work of which they are representative.

GARDNER BOYD, Barre, Massachusetts.—We always hesitate to review a package of specimens such as yours. Talent is indicated by the manner of their design and arrangement, yet the work is not pleasing because of the character of type faces employed. The fact that this is a condition beyond the control of the contributor, who, unfortunately, is employed where there are no good faces, often makes us feel like disregarding that feature. How-

ever, it must be mentioned, since the first essential to good typework is good type. Where you have employed satisfactory types, though not the best possible—the letterheads for the Barre Public Amusement Association and the Harrington Garage—the result is satisfactory. The letterhead for the Sunnycroft Fruit Farm, on the contrary, is unsatisfactory because the types—Engravers Old English and bold Copperplate Gothic—are not individually pleasing and, furthermore, because they are inconsistent in design.

THE INTERTYPE CORPORATION, Brooklyn, New York.—Your specimen broadside, announcing the Kentonian and Cloister Bold type faces, mats for which are now available to users of the Intertype machine, is excellent in every respect. It makes an effective showing of these admirable faces.

THE EDDY PRESS CORPORATION, Pittsburgh, Pennsylvania.

—Better, or more beautiful printing is not being done than the three books you sent us recently, namely, "The Union Trust Company of Pittsburgh," "From Every Corner of the World" and "Ornamental Brackets, Newels and Lanterns." We regret satisfactory and adequate reproduction of such work is out of the question and that sometimes the most worthy printing can not be shown in this department because of the impossibility of color separation, the number of colors used, and other things. Furthermore, we must consider having color for our own pages and also we must show work of a character which the majority of our readers are in a position to execute. Let it be understood, therefore, that we regard the Eddy Press one of the foremost in the country and Mr. Geist one of the most capable typographers.

B. F. NELSON, Mahanoy City, Pennsylvania.—The Chevrolet poster car-card is unsatisfactory because of the manner in which the type is crowded and because of the irregularity of the form, which results in a displeasing contour. Even with the same copy matter a much better result was possible by a more intensive utilization of the white space. The rules across the top and bottom contribute nothing in effect but take approximately one full inch—clear across the card—of the precious space. Then, there is considerable waste of space above the cut at the left side, which could have been utilized by following a different arrangement of the type. We are reproducing the card and on the following page, facing it, show a rearrangement along the lines suggested.

L. A. BRAVERMAN, Procter & Collier Press, Cincinnati, Ohio.
—Of especial interest in the

The San Francisco Museum of Art invites you to attend an Exhibition of "Fifty Books of 1923," selected and circulated by The American Institute of Graphic Arts. To be held in The Palace of Fine Arts from Friday, April 4th, to Sunday, April 20th, 1924, inclusive. (Open daily 10 to 5, including Sundays.)



HIS EXHIBITION is of interest, not alone to every maker & lover of books, but to every artist, advertising man or woman, every printer, & every business executive or student interested directly or indirectly in design as applied to industry. It comprises fifty volumes selected by The American Institute of Graphic Arts from the publications of the year. In selection, the art and craft of good bookmaking and of the printed word, rather than literary excellence, was the basis of choice; and it is hoped that in these fifty examples the spectator will find a fair portrayal of our present tastes and accomplishment in the physical properties of the printed book. First presented

* On Sunday afternoon, April 13th, at 2:30 o'clock in the Recital Hall of the Museum, Mr. Henry H. Taylor, a member of the Institute, will talk informally on the various typographical problems exemplified in the exhibits.

The original of the announcement, the first page of which is shown above, is 6 1/4 by 8 1/4 inches, so you can imagine how beautiful it is on the fine white antique stock used. It is a product of the typographic genius of Haywood H. Hunt, of San Francisco, California, who, by the way, is one of the most capable men in the country on this kind of work. Hunt invariably starts a job right by the right selection of type and ornament.

most recent collection of your work which you have sent us for review are the monthly calendar folders of the Standard Paper Company, each serving at the same time as a fine sample of one of the high-grade papers handled by that company. Likewise

THE CARGILL COMPANY, Houston, Texas.—Though not chaste typographically, the menu and program booklet for the millionth bale celebration scores through the novelty of the idea back of it, also because of the manner in which the idea is

brought out. However, it is entirely satisfactory from the standpoint of a piece of printing.

SUPERIOR TYPESETTING COMPANY, Chicago, Illinois.—There is just one thing wrong with the very impressively designed folder on your acquisition of

For Economical Transportation—

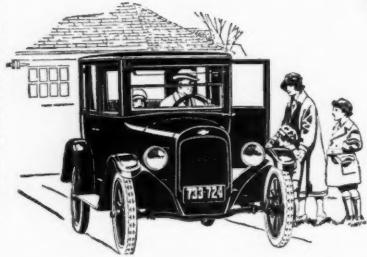
A CAR For Every Purpose

IMMEDIATE DELIVERIES

GLENN JACKSON

Sales Rooms and Service Stations

Shenandoah
AND
MAHANOY
CITY



Here is an instance where full advantage was not taken of the available space. The type is crowded, needlessly. The rules across top and bottom take up space to no purpose, which might better have been used between lines or for larger type. While type should be large on car signs some of the lines might have been smaller, in order that others could be made larger. See review on preceding page.

interesting, also attractive, are the motto cards used for envelope enclosures, executed in your tasteful style and in excellent type faces. Most interesting and impressive, however, are the large posters and broadsides for the Champion Coated Paper Company, featured by fine Caslon typography and characterful lettering and decoration by George F. Trenholm. In all-around merit few printers today are equaling the product of the Procter & Collier Press.

EUGENE EHRHARDT, St. Louis, Missouri.—Two or three of the specimens in your latest collection have already been reviewed. The March issue of *The Nucleus* maintains the high standard of the February issue; in fact, all the specimens equal the excellence of your work which we have seen in the past.

WELLS PRINTING COMPANY, Hutchinson, Kansas.—Though done in a type face which we do not admire, one that is satisfactory only for limited use — of which this is not an example — the cover page of the program for the Christmas and New Year services of the Presbyterian church is quite satisfactory. The design, except for the parallel rules above the name of the church, is very good. These rules serve no practical or ornamental purpose and since they simply introduce another element to attract the eye they are really harmful. The card for A. R. Campbell is satisfactory.

MILLER & HANCOCK, Cincinnati, Ohio.—The blotter, "Perhaps," is an effective novelty, largely because the tops of the letters of the hand-lettered title are die cut. This adds to the publicity value of the blotter by increasing its attention value. It is possible, also, that it will suggest an adaptation of the idea to some of those who received it, and thereby give you first chance at their business.

FLETCHER FORD COMPANY, Los Angeles, California.—Your blotters and the booklets "Fletcher Ford's Fables" make interesting and effective publicity. They are especially strong in attention value.

the Kennelley monotype mats, and that is the weakness of the blue color. If it were a little stronger and had a little more life the piece would be unusually effective. We have examined the copy chart mentioned in this folder and consider it one of the most constructive, helpful and, therefore, effective pieces of advertising we have seen coming from a trade composition house.

THE MONO-LINO TYPESETTING COMPANY, Pittsburgh, Pennsylvania.—Your book of specimens of type faces with which you supply trade composition is especially good and reflects considerable credit upon your organization, where it was set and made up, and upon the printers, the Ormiston-Dick Company.

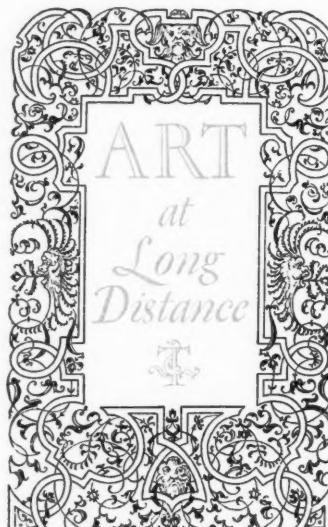
FRANKLIN PRINT SHOP, Freeville, New York.—Although the print is not all it should be the specimens you have sent us are excellent, largely as a result of the pleasing type faces which are capably arranged and displayed. The orange is too weak on the folder for the George Junior Republic, which is featured by a portrait of Theodore Roosevelt on the first page. The programs, also, are especially good.

C. WOLBER COMPANY, Newark, New Jersey.—The booklet for Thomas A. Edison, Incorporated, entitled "Buyers' Guide," is very satisfactory. Except from the standpoint of legibility the Cheltenham type face (Wide for the text, Bold for the display) is not the most satisfactory type face for this kind of work.

EDWIN H. STUART, INCORPORATED, Pittsburgh, Pennsylvania.—The Scotch Bodoni number of *Typo-Graphic* is unusually interesting and attractive.

Estes Park Trail, Estes Park, Colorado.—The resort folder for the Lewiston Hotels Company is very good indeed, particularly when we consider it is a kind of work seldom attempted by a "country shop." That, by the way, is your own, not our, characterization of your plant.

TANNY THE PRINTER, Syracuse, New York.—*Printit*, featured by the use of the



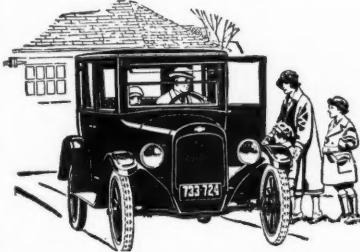
George F. Trenholm, Boston, is one of the leading decorative and letter artists in America, and he believes in advertising. Above we show the title page of a recent folder executed and issued by him.

new linotype Benedictine type face and a blind embossed cover, is interesting. Although not as attractive as some of the preceding issues, it is nevertheless an unusual as well as very satisfactory piece of work.

mire the head-letter used, a modern machine face, like Century Bold, we appreciate the fact that the body-letter is "modern" and that, without a good modern face like Bodoni or Scotch, the type used for heads was probably the best you had. If the

Scotch Roman — modern faces, in fact. The inner panel of one-point rule is too heavy, and the bad effect thereby created is aggravated by the use of short pieces of rules, which were not properly brought together. Where they are pieced it is

FOR ECONOMICAL TRANSPORTATION



Chevrolet

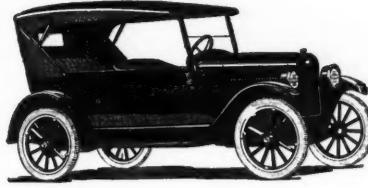
A Car for Every Purpose

IMMEDIATE DELIVERIES

GLENN JACKSON

Sales Rooms and Service Stations

Shenandoah and Mahanoy City



The compositor who set the car sign reproduced on the preceding page could in the same time have achieved a much better result by avoiding the waste of space around the illustrations, and at top and bottom. White space located as in the original of this car sign is of no advantage, furthermore white space that necessitates smaller type than the eye requires should be avoided. Contrast in type sizes gives the display here more strength and pep, too.

SWENARTON & ALLEY, New York city.—The broadside, or hanger, entitled "Courtesy," is one of the most beautiful examples of Caslon typography we have seen in a long time. It is faultlessly executed both as to composition and presswork.

GEORGE F. TRENHOLM, Boston, Massachusetts.—"Art at Long Distance" is a beautiful and effective folder, which shows the new Garamond type face with appropriate decoration to excellent advantage. We are reproducing the unusual and excellent title-page design as well as the return card, which has considerably more "class" than is common on work of this nature.

THE FOSS-SOULE PRESS, Rochester, New York.—The Pfaudler book is handsomely done. The cover design, a fine combination of lettering, ornament and illustration, is characterful and effective, while the typography with text in Scotch and heads in Bodoni is very good indeed. Presswork is perfectly done and with a good quality of dull coated stock in service the work measures up to the finest standard.

UTAH SCHOOL FOR THE DEAF, Ogden, Utah.—The *Utah Eagle* for February is commendable and, on the whole, above average quality for this kind of work. The faults are not critical. The opening text page, however, does not look well with the editorial at the right side; it does not have the finish and dignity we consider a page of this nature should reflect. The effect would be greatly improved if the editorial were centered and the page thereby made symmetrical, and we say this with all due respect to the advantages at times of out-of-center arrangements. In the running heads we do not like the plan of having the upper band of ornament over the title in color and the other in black. The head doesn't seem to "hang together" when the color is so divided. While we do not ad-

heads were set in upper and lower case of one of the named faces — a size larger than the caps, used — the appearance of the pages would be greatly improved. We also appreciate the fact that the advertisements are set in Caslon throughout, which makes the advertising pages considerably more attractive than they are in school publications generally. All in all, the work indicates no little ability and a considerable desire to do the job right.

WEST CHICAGO PRESS, West Chicago, Illinois.—The work is very good indeed. Good type faces, simply arranged and well printed, indicate ability considerably above the average. The only specimen that seems to have been given less attention than it deserved is the invoice for the Press. The double rule, thick and thin line, is inappropriate for use with old-style faces, particularly Venetian faces like the Lacleda, in which there is little difference between the thick and thin lines. Such rules are appropriate with type on the order of Bodoni and

plainly evident. This is one of the small fine points that are essential to work of consistent good quality.

THE BARNES-ROSS COMPANY, Indianapolis, Indiana.—The various house-organs of which you have sent us specimens are commendable. They are in no sense examples of the finest of typography, and only modest grades of paper are used, but they are forceful in display and readable throughout. In fact, they are probably as good from a printing standpoint as conditions of circulation demand, certainly they are not "shoddy." However, there is one element which doesn't cost a cent more, yet which may add dollars to the value of a piece of work such as these house-organs. That element is good type. We do not maintain the types you use are bad, for they are not, but they do not have the "class" of some of the better faces now available for machine-set matter. With the same striking and effective display and the same low-priced papers these better types would — at no expense for use — add materially to the beauty and character of the publications. Also, remember, the mixing of faces should be avoided. In small booklets and publications more than one style of face, particularly more than one series, is never desirable. The outstanding quality of your work is its snappy display; it has the punch.

C. A. TOBIAS, Champaign, Illinois.—The design for "The Cover Glass," set in Cloister, is very good indeed. We have no suggestions for the improvement of the design, particularly in view of your equipment and facilities, yet we can not help but feel how much just a little spot of color would have added to the effect.

TREMONT PRINTING COMPANY, Bronx, New York.—The value of color is emphasized upon comparison of the three

POST CARD

Geo. F. Trenholm

823 Little Building

Boston, Massachusetts

Why should a return card be an ugly, sloppy thing? Most of them are, yet they are really important advertising features. Remember, it costs no more to set a job in good type than in poor type, and the type, whether of good or bad design, is sold by the pound, without premium for the better designs. George F. Trenholm, the artist, is responsible for the return card shown above and we hope it will have a wide influence.

blotters you have sent us, and we agree with your suggestion that the two in black are too "drab." We wish you hadn't used the extended Cheltenham Bold on the one printed in colors, as otherwise it is very good. We do not, however, care for the swastika border; many more handsome ones are available. Color would not only help the display effect of the other two blotters, but it would serve in a sense like adding a little white space to the ensemble, which, as printed, appears quite crowded. A line of display in red amid lines of black has the effect of adding white space, because red is weaker in value than black.

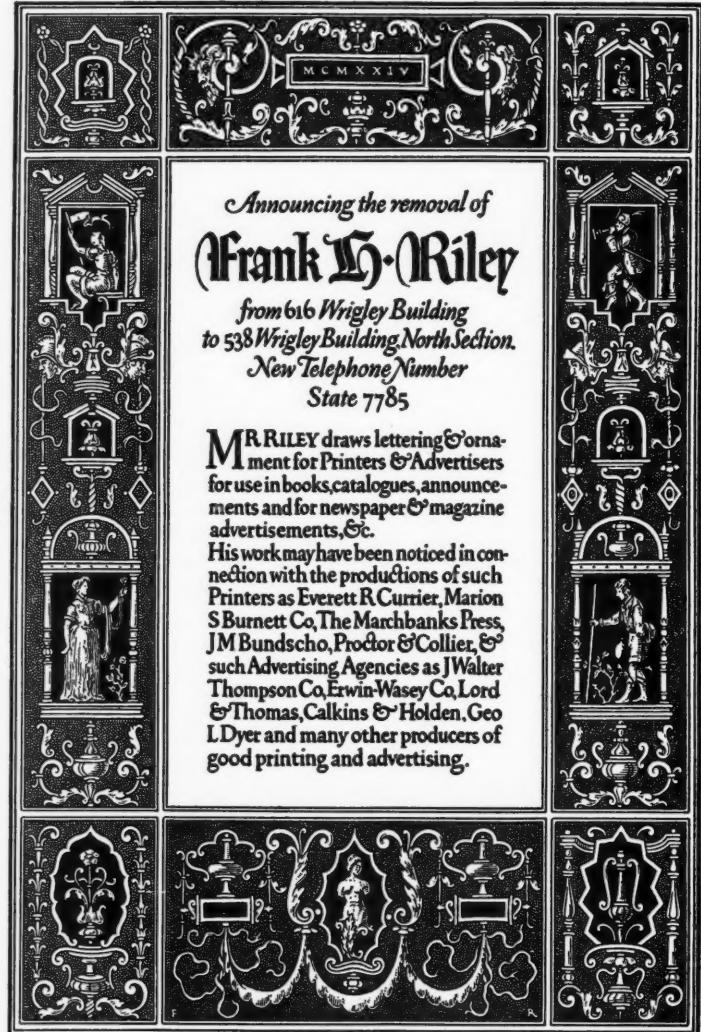
ELECTRO LIGHT ENGRAVING COMPANY, New York city.—Your folder, "A Cue from Corot," is beautifully done, the colors—brown and lavender on white paper—being particularly good.

SMITH BROTHERS COMPANY, Pittsburgh, Pennsylvania.—In view of the excellence of the paper used for your book, "Briefs and Records," and the expensive character of the book we regret more care was not exercised on the typography, both in the selection of the face and in its spacing. To have character a book should be confined to one series, and, while we find the text pages composed in Cheltenham Old Style, happily of large size, we find special pages set in new Caslon (medium bold) with Caslon Old Style, while Packard and even Cooper Black are used here and there. The Packard heading over text in new Caslon on the page "To Our Patrons" is particularly lamentable. With a good face like Caslon (long descenders) or Garamond for the body—mentioned because they are available on machine matter—and with lines less closely spaced than they are on some pages a greatly improved effect would result. The quality of the papers employed would then count for more than they do in the book as executed.

FULLER & SMITH, Cleveland, Ohio.—We have enjoyed looking over the fine big lot of direct advertising forms, mostly dealer promotional material, prepared by you for various prominent clients. The work is of exceptional merit, of a strong display character befitting the nature of things advertised, automobile accessories, for instance. For such printed material the Bookman makes a fine body type and Cheltenham Bold an appropriate and fitting letter for the display. Where the display is hand-lettered it is in keeping with the requirements of the Bookman type, which demands a stronger display letter than the ordinary roman body letter. On the whole the character of the many fine pieces you have sent us is such as will appeal to the average dealer, and not the least of the factors working to this end is the use of color strong combinations, often in broad masses. It is hard-hitting "He-stuff."

J. A. MARTIN, Cleveland, Ohio.—The "Atlantic Search-Light Book" is one of the most impressive books of its kind we have seen, that of merchandising a national advertising campaign. Featuring the remarkably good and legible Bookman type face in the body, with appropriate display, the effect is as strong as desired and is appropriate. The hard-bound book "The Descent of Real Property in Ohio" is likewise of the best quality. A piece of work from The Britton Printing Company otherwise than good would be a sheer accident; in fact, we have never seen a poor piece of work from Britton's.

W. L. GRANGER, Watsonville, California.—Except for the fact that too great use of capitals is made, and that lines in capitals are not leaded sufficiently, your specimens are very good. The programs have a lot of class. It is regrettable that you use the extra-condensed Gothic for the head



A remarkably beautiful border, with appropriate lettering, will obtain for this announcement of Frank H. Riley, the capable Chicago artist, a hearing wherever it goes. The original in dense black on white antique paper is delightful.

"Printing," on the stuffer of which that is the title and main display. The face is not attractive and none but attractive letter forms should be used on commercial jobwork. In fact, the only place where this letter is satisfactory is in newspaper headlines.

F. A. R. VAN METER, New Richmond, Wisconsin.—The blotters for March and April, particularly the latter, where three solid circles, printed in red, yellow and blue, respectively, are partly overprinted to show the effect of mixing the colors, are very skilfully done. The color mixing idea not only gives you a mighty strong attention-compelling spot, but tells a story that is of interest, too.

GAGE PRINTING COMPANY, Battle Creek, Michigan.—The hanger, "The Star Office Creed," featuring an illustration of the late President Harding at the stone in the act of making up his paper, the Marion Star, is handsomely done in one of the best of present-day type faces, Goudy Old Style.

JOHN B. JUDSON COMPANY, Claversville, New York.—It is unfortunate that you used caps. of the bold Parsons for the major display lines of your otherwise clever calendar. In fact, the idea is mighty good, as is also the treatment of the calendar block, but the type used and the underscoring of the main display lines are taboo.

G. M. GRAHAM, Chicago, Illinois.—The specimens are all in excellent taste and are an indication of decidedly unusual ability.

FRED SPRINGFIELD, Houston, Texas.—The menu and program for the banquet of the Cattle Raisers is excellent in all respects but one: Short type pages are centered vertically, whereas they should be printed *above* the center of the paper page.

THE POWERS PRESS, Chicago, Illinois.—The blotters, printed in strong colors from bold type faces, on colored stocks, are unusually effective. The circulars and stuffers, however, look "shoddy." Since it doesn't cost any more to set a form in good type than in the other kind, there is no excuse for the employment of ugly, out-of-date faces.

HARRY C. MALEY COMPANY, Chicago, Illinois.—"Keeping the Wheels of Industry Moving," for the Whitmore Manufacturing Company, is handsome and impressive. The color illustrations are exceptionally well drawn and equally well printed in full color. The paper is of fine quality; in fact, the

Loyalty begets an enthusiasm which enriches both its possessor and the business he serves.

—Wm. ELLIOTT GRAVES

Copyright, 1924

Prepared by Wm. Elliott Graves, Financial Publicity, Chicago, Ill.

Interesting manner of treating title that is part of the text and of introducing color into a simple motto card used as an enclosure. One of a series, all of equal excellence, designed by Louis A. Braverman, Cincinnati, Ohio.

finest of typography is pass up numerously unusual simply this ch SEAVE —The a is an in the g ded, typogra pris on THE has spe won for contest, t award of artw year is George who pa mated the and J. L. tting in esentat ington, importa gray and effective.

SOUT City, C mot the mighty may wa involves various for print right-hand card sizes cards is the larg and the name the nation, O

THE the foun Roseville, better th main gru

Cover d R. R. du

finest of everything is in evidence throughout, typography included. It is a shame to be compelled to pass up showing an illustration of some of the numerous good features of this book of wholly unusual merit, but methods of reproduction are simply inadequate to properly represent work of this character. The booklet is one in thousands.

SEAVIER-HOWLAND PRESS, Boston, Massachusetts.—The announcement of your exhibition of printing is an unusually good example of work executed in the gothic (Old English) type. It is being reproduced, not only as an example of good printing and typography, but as an illustration of unusual enterprise on the part of a printing house.

THE COVER illustrated in halftone on this page has special interest aside from its excellence. It won for the designer a prize of \$200 in a unique contest. The firm of R. R. Donnelley & Sons Company, the large Chicago printing house, made the award to distinguish the design as the best piece of artwork executed for the company during the year of 1923. The designer so honored and enriched is George Shepherd, of Chicago, and the judges who passed upon the many specimens and determined the winner are Milford O. Floing, Fred Mizen and J. R. Hopkins, layout adviser, artist and advertising manager, respectively. Thus, each factor essential to a design of this sort was given consideration by one who fully appreciated its place and importance. The original design is printed in blue, gray and black on cream stock and is much more effective than the one-color reduced reproduction indicates it to be.

SOUTHWEST PUBLISHING COMPANY, National City, California.—As an advertising piece to promote the sale of personal cards your blotter is mighty clever. For the benefit of our readers who may want to adapt the idea, let us state the layout involves a panel at the left-hand side in which various names are set in styles of type appropriate for printing names on personal cards. In the larger right-hand panel—the blotter, by the way, is standard size—one of the Southwest company's own cards is glued on at an angle. In the corners of the larger panel—and around this tipped-on card, the name of the firm, location, telephone number and the words, "Announcements, Invitations, Stationer, Calling Cards" appear.

THE SNELL PRESS, Newark, New Jersey.—Of the four designs for the Easter Services of the Rossville church J. D.'s No. 1 is the best. It is better than the same individual's No. 2, because the main group is better placed, because the rule border outside the decorative border adds finish and pro-

Exhibition of Printing

of the work of The Seaver-Howland Press, at The Graphic Arts Gallery, 95 St. James Ave. Boston, Mass., April xib to xxbi, mcmxxib



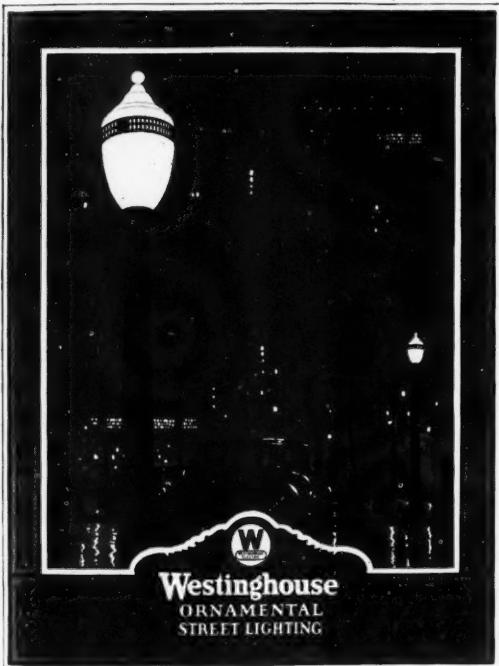
ou are invited to attend at this Gallery the opening exhibition in a series of interesting displays of design, illustration, engraving, color work and binding.

In this first display you will see notable examples of fine typography expressed in books, catalogues, broadsides, brochures, pamphlets and commercial forms. You will also be shown interesting examples of the adept use of color in a wide range of letter-press illustrations for advertising purposes.

The purpose of this series of exhibitions is to create a better appreciation of the Graphic Arts and their possibilities, and to identify the individuals and establishments that produce the various classes of work displayed.

The increasing interest in fine printing and the desire of many buyers to know how they can make better use of it will give this Graphic Arts Gallery series of exhibitions a special timeliness.

On your visit please feel free to bring with you any who may be interested either in the technique or the practical use of printing.



Cover design by George Shepherd, Chicago, awarded first prize by the R. R. Donnelley & Sons Company as being the best work done for them during 1923. The original is printed in blue, gray and black on cream stock and is very effective.

Appropriate design treatment with the Gothic (Old English) type face, notable also as the announcement of a printing-house that has the enterprise to stage an exhibition of its work, the Seaver-Howland Press, Boston, Massachusetts. The decorative background for the initial, here shown with Ben Day screen, was in light blue in the original.

vides better unity, because the flat-cross ornament is better than the one that is shaded and, lastly, because the color is in better taste. This is a wholly admirable page, although the writer has never admired the type face employed, Packard, which, by the way, was also mainly used by M. S., whose design is about equal in merit to that of H. I., although the stone proof in black only, with color indicated in writing, scarcely does the former's justice. The design of H. I. is well arranged and balanced, but we do not like the border, which suggests ruling machine work, or the ornament, which is the same one used on J. D.'s No. 2 design. The lines of capitals at the top are too closely spaced and the fact that the second line required letter spacing to square up with the first resulted in a rather bad effect. The green of the cross ornament is too strong for any overprinting. We are inclined to think the design of M. S. would be very good if printed as indicated, but we do not like the missal initials used

in an open line when they are so much larger than the type of the line itself. All four pages, however, are as good as the average or better.

SCHMIDT & LEPIK, New York city.—The announcement of your opening in the printing business is excellent. Fine paper is no small part of it.

ELLIS MURPHY, Oklahoma City, Oklahoma.—You are doing a very good grade of typographic work, some of the smaller forms, particularly your own business card, and the stationery, for Beals & Morrison, being unusually attractive and different.

FINLAY BROTHERS, Hartford, Connecticut.—The circular for "The Stanton House" is of unusual merit, not only because of the fine manner in which the halftones are printed on antique paper but because of the very tasteful and readable typography. Your letterhead and package-label indicate ability to execute better than usual printing, and the taste we've had of your work suggests the desire for more. Come again.

GALLAGHER PRINTING COMPANY, Ottawa, Canada.—The blotter starting "To attribute our growth" is entirely too ornate. So many borders would be undesirable even though of artistic merit, but since they are unattractive it is regrettable that they were used. The initial is also out of gear, because it is too small as a matter of proportion with the other ornamentation and because it does not align properly with the type employed. While by no means a thing of beauty, not being intended to be in fact, the hand-lettered blotter announcing your removal to new quarters is interesting and effective. It conveys the idea in an impressive manner.

Reviews of Printers' House-Organ

By A. J. FEHRENBACH



HE house-organ is a builder of business; a builder of good will; a builder of cooperation—of loyalty, of understanding, of thought, of harmony and of sales. It solves difficult problems. It opens doors long sealed. It brushes aside the cobwebs of misunderstanding and distrust. It brings buyer and seller, dealer and agent, employer and employee closer together. It has been tried. Its successful application to many uses, purposes and conditions has been proved by thousands. It is a permanent profit-building institution of business and advertising.

The foregoing paragraph, lifted from *The House-Organ*, one of a series of direct-mail advertising guides published by Blake, Moffitt & Towne, San Francisco and Los Angeles, California, is the best characterization of the function of the general medium of publicity known as the house-organ that we have come across in all the literature published on this subject.

"Every successful business has a story to tell—consequently every such house should have its house-organ," writes M. J. Waldinger, in a recent number of *The Business Man's Manual*, published by Waldinger-Rotto Company, a large printing establishment in New York city which is equipped to render complete advertising service to its customers. "Presented in the right diction and address, these house-organs inform, and stimulate to greater interest, every coworker in the organization," observes Mr. Waldinger. "They also strengthen its connection with the clientele, and widely radiate its influence and reputation. The real leader in any line finds its reputation, as such, to be of incalculable value. It is its greatest asset. . . . The Waldinger-Rotto organization is putting into execution definite, fully tested plans for developing public recognition of its worth to the community by endeavoring to offer honest, sincere and efficient service to its clientele." Copy that is pertinent and ably written characterizes *The Business Man's Manual*, a comparatively new publication in this field, which was launched about the first of the year.

The Messenger, a "monthly magazine about printing, advertising and selling from men who advertise to sell," published by the Irwin A. Medlar Company, Omaha, Nebraska, made its debut recently, the initial number having been issued last month. This private periodical impresses the reader with the fact that it represents a printing establishment that is equipped to render valuable auxiliary service through its creative department. Aside from being a mighty well printed, compact and instructive little magazine, *The Messenger* excels in the style of copy used. The introductory editorial outlining the mission of this fine house-organ is very ably written and is itself a good specimen of the character of copy that should be used in a publication of this type. The editorial in part follows:

SEVEN LEAGUE BOOTS

With just a wee bit of pride, we send out this first issue of *The Messenger* to tell you the things that we should like to tell you personally but can never have the time. There was a time, and not so long ago, either, when our men could go to every customer and tell him personally of the ways that we have found to make his printing and advertising more effective and more profitable. We have put on Seven League Boots; we are going to come to you anyway; we are coming in the pages of *The Messenger*.

The Messenger will tell you the things that we should like to tell you personally; it will describe direct advertising campaigns that have been successful, and why; it will describe and illustrate the difference between catalogues that go out and sell, and those that only listlessly list the products of their makers; it will tell how to build business with direct advertising; how to get new cus-

tomers; how to keep old customers; how to write business letters; how to build up good mailing lists; when to use one-cent and when to use two-cent postage; it will show business and office forms that make for easier bookkeeping and recording; it will tell how to write advertising so that advertising will sell.

The Messenger is going to be a mine of information about printing and selling. It is going to get right down and dig in a strenuous, consistent effort to present money-saving and business-getting advertising and printing methods. Watch for it each month; stick

Impressions

A monthly message from THE PRINTING SHOP OF WOLBER, 250-267 Plane Street, Newark, N. J.

Volume One February, Nineteen-twenty-four Number Three

How's Business?

"*BUSINESS*," said Andrew Carnegie, who was a good business man, "is as good as you make it."

As we get around town we find many concerns going at full speed; and, in the same industries, there are others doing but little. Yet the busy and the slack are in the same industry, with the same market, the same consumer public and pretty much the same opportunity.

What makes the difference?

As we figure it out, the difference is in the concerns themselves. The manufacturer or the merchant who has made it a regular practice to keep telling his market about his merchandise and his service is the one who, when things are generally slack, gets a little more business than the other fellow and maintains a good all-year average. The concern that has been content to trust to half-hearted sales methods and luck generally suffers most when there is a slump.

Right now, business is slow for many Newark concerns. But Carnegie's words seem all the more true: "Business is as good as you make it." This is the time to make it good and not to sit back. This is the time to sell harder than ever and to tell the trade—every user and every buyer of your goods and your service—that you are on the map. How is business with you?

New House-Organ of an Eastern Printing Establishment

it into your side coat pocket and read it when you have the time; keep it; tell us if you like it, or what you would like to see in it.

Then—if you need more business, better business or more profitable business—ask us for Seven League Boots that will just fit your conditions. We'll help you advertise, help you tell about the things you have to sell. Or, with our long experience, we'll help you select business forms and records that will give real satisfaction, because of their ability to save your time and money. We are prepared and ready and want to help you plan and produce the kind of printing, advertising-selling that will produce results.

Thomas Dreier, Robert E. Ramsay, William Feather, Oren Arbogast, and a number of other men who have written a good deal of house-organ copy, and who have also written about the function and purpose of this form of publicity, have usually hinted that house-organs should not *supplant salesmen*, but should *supplement* the efforts of sales representatives by building good will for the house and presenting the firm's story to prospective customers. In going through our files lately we

came across an old copy of *The Needle*, house-organ of Young & McCallister, Los Angeles, California, in which this remarkable editorial appeared over the signature of A. B. McCallister:

I am often asked, "Why doesn't one of your solicitors ever call on us?" The answer is: Young & McCallister have no solicitors. The monthly visit of *The Needle* is the call of our only sales representative.

If it creates an impression in your mind that you would like to have this house prepare some advertising literature for you, and you phone or write, one of our service men will call on you.

And this service man will not come to sell you anything. He will confer with you, go thoroughly through your proposition, and report back to us.

If, after analyzing your immediate need, we are absolutely confident that we can produce results for you, then we will submit our plan. You are under no obligation to us. You can accept or reject as you may see fit. If results are doubtful we will tell you so frankly and quickly. If your business with us is not profitable to you it can never be profitable to us.

These are times that demand the utmost efficiency in the production of your sales literature. We are producing successful literature for many of Los Angeles' most successful business houses.

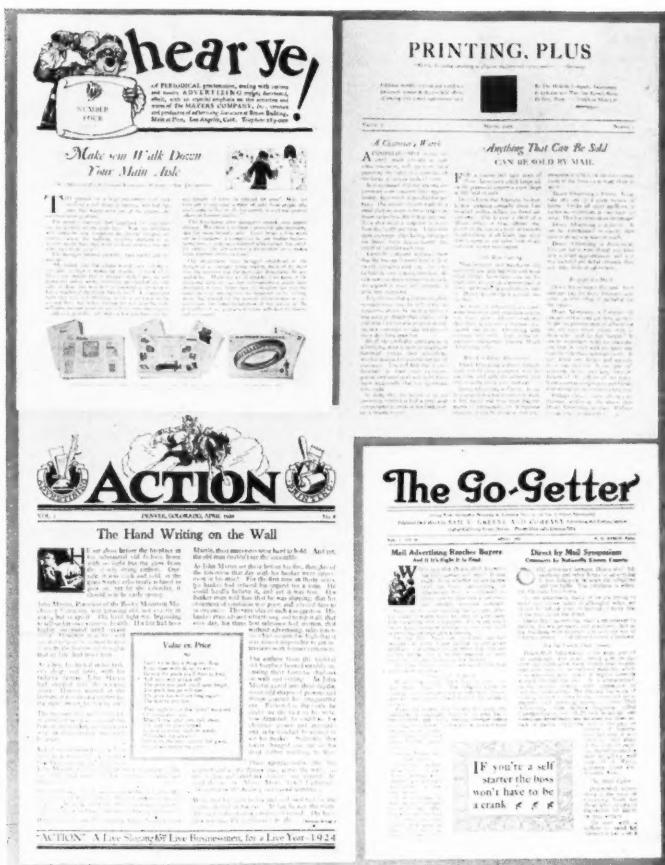
Needless to say that a house-organ, so carefully prepared that it adequately conveys to the customer an understanding of the character of service the house is equipped to perform, completely displacing the salesmen, must be away out of the ordinary, and *The Needle* for years past has been and continues to be one of the best and most effective publications of this type in the land. Every house-organ editor ought to procure a specimen copy of *The Needle*, or get his name on the subscription list. You might write Young & McCallister, Pico and Santee streets, Los Angeles, about this, mates. No harm trying, anyhow.

Kick, house-organ of J. B. McCraw, The Printer, Dallas, Texas, is "devoted to printing, advertising and business common sense." Why this good printer of the Southwest should give this periodical such a picturesque name we do not presume to guess, but when one goes through the contents of the little magazine he must confess to liking its flavor very much. (We hope to be privileged to sip of it every month.) It is conceivable that the business men of Dallas look forward with real interest to each issue of *Kick*, and it is altogether likely that both the printer and his customers get a real "kick" out of this ably written and neatly printed job.

Impressions, published by the printing house of C. Wolber Company, Newark, New Jersey, is a nicely arranged and intelligently edited periodical. It is a neat eight-page affair printed in two colors. Specimens of the type of work solicited by the Wolber company are reproduced in this interesting house-organ, the front page of a recent number of which is shown.

Hear Ye, publication of the Mayers Company, Los Angeles, California, is an interesting four-page mailing piece sent out each month. It is done in two colors and conveys the message of the printer to his customers in a striking and individual manner. The front page of a recent number of this house-organ is shown in the group.

Action, published monthly by the A. B. Hirschfeld Press, Denver, Colorado, is an ably edited and a mighty vigorous specimen of printers' publicity. Here is a job inexpensively produced in one color. It is a good piece of advertising because (1) it attracts attention by its general appearance, (2) sustains interest with readable copy, and (3) carries home the point the printer wishes to get across: *that he can produce excellent printed sales literature*. The front page is shown in the accompanying illustration.



Group of Interesting Four-Page House-Organs Published by Printers

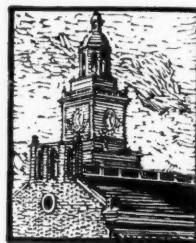
The Go-Getter, published by Sam T. Greene & Co., Denver, Colorado, also shown in the illustration, is a house-organ that is on a par with what one has come to expect from that city of good printing. In his boyhood years this reviewer looked upon Denver as the home of the Denver sandwich. Some years ago he made a trip across country as a "tourist printer" and dropped off at Denver. He ordered a Denver sandwich, but the reigning queen of the lunch counter simply remarked, "Says which?" She apparently had never heard of this famous sandwich. In fact, it proved a futile quest to find a soul in that most delightful city who knew what a Denver sandwich was. When he inquired from the natives what their town was particularly proud of, patriotic citizens told him they were proud of their wonderful cemetery! And be it said the Denver cemetery is something of such majestic beauty that it would stir the civic pride of any one. Today we think that great city has reason to be proud of its fine printing establishments. It is the home of many excellent printing craftsmen who are doing splendid things in building for their city a reputation of leadership in the graphic arts.

Printing, Plus, published by the McMath Company, El Paso, Texas, the front page of which is shown in the group, gives evidence that this printing house is prepared to give its customers valuable aid in the production of direct advertising material. Specimens of fine printing jobs are reproduced in the inside pages of this instructive house-organ. This is a fine example of printers' publicity, and it no doubt is getting good results.

Bristol's Hustler, published by the S. A. Bristol Company, Cheyenne, Wyoming, is a mild-mannered little magazine, neat and simple in makeup. The copy used is clever and instructive, and carries conviction. The advertising man on the

mailing list will find this house-organ valuable, and it is certain to be read thoroughly by persons that count. The April number contains a brief article on advertising copy writing which many of our readers will appreciate:

There can be no doubt that, despite the hoary belief that "they won't read long copy," short copy is disappearing. Except where there is no competition, or where the demand is greater than the



Line and Ben Day Plates

Demonstrating a few of the many different treatments that can be given an illustration through the use of Ben Day screens. These engravings are shown here through the courtesy of Gatchel & Manning, Incorporated, Philadelphia, by whom they were used recently on a blotter.

supply, or where the institution is to be advertised in a profligate fashion, short copy has not, can not, and never will, do the work of *selling copy*. When the advertiser permits short copy, the writer writes generalities, he writes a prose poem, he is driven to unsupported, boastful claims. And we read and—never know we've read.

realization that each part of the plant has its function and that each fits into the general plan or scheme of the establishment, should come the coördination of effort and unity of purpose that produce fine printing.

Recognition of the leadership of the head of the establishment, acceptance of his ideals and sympathy with his purpose, permit the printing plant employees in all the specialized branches the fullest and freest coöperation in the friendliest spirit. Consciousness of the part each is playing in the organization, of course, must be realized, and complete unity of the whole must be seen through the specialized eyes of each division.

In the larger plants with diverse elements, such as binding divisions, composition machine departments of various types, proofreaders, and expert printers skilled in their particular phase of the art, there is often too little attention paid to coöperative effort, if the matter receives thought at all. But in the largest printing establishment in the world it has been found that round-table conferences of department heads, meeting regularly with Public Printer George H. Carter, produce a fine coöperative spirit.

At the Government Printing Office such departmental conferences are held regularly, when matters of mutual interest in the furtherance of the Government's printing business may be broached by any of the members of the round table, and acted upon after a frank and free discussion. This acting together towards a unity of plan and purpose is well illustrated here, for the multiplicity of duties and magnitude of work in the Government Printing Office demand coöperation to permit of their performance. Without it the work dependent on separate branches could not be performed.

The general seat of coöperation rests in the ability to put selfish interests aside and show a warm interest in one's fellow workers, for selfish interest is often at the root of discontent and labor troubles. Coöperation could remedy this, but coöperation has for its sworn enemies envy, fear and jealousy, and these have caused no end of trouble in printing plants, as they have in many other places.

Coöperation of the employer with his employees, however, is but one form of coöperation in the printing industry. There is in addition that duty which one employer in the industry owes to another, and, last but not least, there is that which the printer owes to his customer. Coöperation in the selection of the best physical mediums for the expression of his purpose is necessary if the printer's product is to be of the greatest value and service to the customer. Everywhere in the industry, in fact, one needs coöperation, and its essence lies in understanding the other fellow's viewpoint.

BRISTOL'S HUSTLER

Vol.
1



No.
4

APRIL
1924

Published by
The S. A. Bristol Company, Printers and Bookbinders
Cheyenne, Wyoming

Simple, Dignified Cover of Western Printer's House-Organ

Copy should sell. That's its mission. It has no other excuse for existence. It can't sell if it doesn't make a deep impression, if it doesn't take away all doubts, if it doesn't make men and women want the things it talks about. On the other hand, don't, under any circumstances, use useless words and phrases. Don't say everything you can think of. Sell one idea, one item, in one advertisement. But *sell it*. Explain it. Make it interesting, worthy, highly desirable in the minds of men who buy.

How long should it be? Abe Lincoln said that "a man's legs should be long enough to reach the ground." Advertising copy should be long enough to tell your sales story; no longer, *nor any shorter*.

PROCESS ENGRAVING

BY S. H. HORGAN

Queries regarding process engraving, and suggestions and experiences of engravers and printers, are solicited for this department. Replies can not be made by mail.

Aged Collodion Can Be Restored

Fotogabado, Mexico City, writes: "We purchase ready-made collodion in larger quantities than for immediate needs. Though it is kept in a cool place and in the dark, nevertheless it changes to a dark wine color and works very much more slowly than when it is first purchased. Is there any preservative we can put in it?"

Answer.—In this country we have now no means of knowing what a "dark wine color" is. Fortunately the writer lived here "in the good old times" and recalls that freshly made collodion light yellow in color would turn to an amber and become redder with age, when it worked slowly but gave intense negatives. Collodion grows acid and redder with age. The remedy is to neutralize it with a few grains of carbonate of soda, which restores it to the original color.

Dragon's Blood Made Acid-Proof

Etcher, Toronto, is having trouble from the nitric acid getting through the albumen-ink-dragon's-blood resist on the zinc. Some proofs sent show gray where they should be solid black.

Answer.—The dragon's blood used is possibly at fault. It does not melt together when heated and the acid gets in between the grains of this powdered acid resist. One excellent way to overcome this difficulty is to dust powdered talc or plumbago, preferably the former, over the dragon's blood. Either of these powders fills up every interstice in the dragon's blood and combines with that resin to make a perfect acid resist. These will make trouble if they are not brushed away thoroughly from the already etched surfaces of the metal.

Color Blocks by "Fake Process"

Printer, Jacksonville, Florida, writes: "A customer has shown me colored post cards, which he says he has made from ordinary photographs without coloring up the photos. Can you tell me how that is done?"

Answer.—These are the common or garden variety of post cards and are made by what the trade calls the "fake process." Four halftone negatives are made from the photographs at different screen angles, just as is done from colored copy. A skilful reetcher etches the 45° angle halftone for the black plate; the 15° angle one for the red; the 30° for the yellow, and the 75° one for the blue. Of course he always makes sky and water blue, grass green, brick buildings red and sunsets yellow or pink, with the black plate as near an outline key plate as possible. These were formerly "made in Germany" by the mile and then cut in post-card lengths. There are factories in this country for turning them out.

Rushing Rotogravure

When Fred T. Corkett lectured in London he told of some of the things he saw in this country: Rotogravure in America is all rush. Sufficient time can not be given to either negatives or positives. Originals are rushed in very often at 9 A.M. and the editions have to be out at night. Mr. Corkett said that

in discussing rotogravure speeds with his friends who are printing supplements for twenty-six papers a week, and these in varied plants located in New York, Chicago, Baltimore, St. Louis, Cleveland, etc., he found they agreed they had produced equivalent speeds of 6,000 to 7,000 an hour, printing both sides, the copper cylinders being 36 inches long by 46 inches in diameter. He thought, however, that a speed as high as 10,000 could perhaps be obtained and maintained for some time, but it would require a cell wall of a different nature, for under the action of the scraper blade of fine steel the cell wall would be torn away.

Is Wood Engraving Returning?

Miss X, art student, New York, writes: "My grandfather was in much demand as a wood engraver. I am about through my art school training and would like to take up wood engraving. What do you think of the prospects of its returning?"

Answer.—There is nothing about wood engraving that can not be better done by photoengraving. In 1896 W. J. Linton, N.A., authority on wood engraving, made this prediction: "Engraving on wood, an art once held in some esteem, has of late, to a great extent, been displaced by various photo processes. Engravers have been and are injured by the loss of employment, but the processes have not caused any deterioration of the art of engraving. Engraving has become an imitation photograph. As an imitation admired by the uneducated, and for such admiration and its promise of salability, it has been adopted by publishers. So the engraver, having forgotten his art, though he perfected himself in very wonderful mechanism, had nothing but a challenge to other processes to compete with his own hand process. The end is clear, as process after process will yet come, not only to cheapen but to better the best mere mechanism of the hand." Mr. Linton's prophecy has been fulfilled. Wood engraving will now be taken up only as a fad.

How Anaglyphs Are Made

J. H. Thompson, Chicago, writes: "The Miehle company sent out an illustrated circular showing mixed up pictures of their vertical press. On looking on these pictures through spectacles containing red and blue gelatin the views appear quite clear, and in a good light you would think you were looking at a real press. I asked a photoengraving salesman what the principle of the thing was, and he answered with a single Latin word, 'Damfino.' Can you tell me how this is done?"

Answer.—These pictures are called "anaglyphs" and the spectacles "anaglyphoscopes." They were invented by Ducos du Hauron a half century ago. Regular stereoscopic negatives and photoprints were made of this press. From one of the pair in the stereoscopic picture a halftone was made to print in green ink, while a halftone of the other picture was made and printed in red ink. The inks should be transparent and the prints overlap about a quarter inch in an exact line from right to left. When viewing these anaglyphs through red and green

glasses the red glass turns the red print nearly white, and the green print black, so one eye sees only the green print. The other eye looking through the green glass sees the green as white, and the red black, and as the pictures are a stereoscopic pair, combining them in this manner gives stereoscopic effect.

Analyses of Camera-Control Systems

Arthur Fruwirth, a highly scientific member of the New York photoengravers' union, has begun an analysis of the different mechanical methods of camera control offered to engravers. These will appear in the *American Photoengraver*. The first article, appearing in the February number, is devoted to the Douthitt diaphragm control.

Modern Reproduction Methods

Books and magazines telling about the evolution of the photomechanical processes is the information requested in a query that comes to this department. Such information is usually sought by writers and speakers who wish to know names and dates in the history of the methods used in connecting photography and the printing press. One of the best sources for such information is just to hand in a lecture by Charles W. Gamble, which has been published in the *British Journal of Photography*, beginning with the issue of April 7, 1924. It is continued through at least three numbers of the

"*B. J.*," as that valuable journal is familiarly termed. The title of Mr. Gamble's lecture is "Modern Reproduction Processes." He has delved into the history of all these processes and has given names and dates, showing much research. His description of photomechanical methods proves that he has a familiarity with their workings which has not been gained by mere book knowledge. It is to be hoped that this lecture will be put in permanent book form for reference purposes and as a text book for students.

Powdering Five Ways

Etcher, Atlanta, Georgia, writes: "I am having some difficulty in getting my powder to stick on the first side powdered, after the first bite. This first powdered side appears as if the powder holds in some places and not in others. When etched the lines 'nip.' I have been told that some etchers powder five ways; that is to say, they powder twice on the first side. Is this good practice?"

Answer.—Your trouble is possibly with your dragon's blood powder. After powdering don't jar the powder loose when laying the plate on the stove. Before and after fixing the powder with heat examine it with a magnifying glass. There is no reason for powdering five ways. The best etchers do not do it. See to it that you have a proper brush for banking the powder against the lines and dots.

Notes on Offset Printing

By S. H. HORGAN

Offset Printed Line and Pencil Drawings

Speaking on offset before the London master printers, R. B. Fishenden said: "The capabilities of offset in fine line work were illustrated by the printing of a town plan containing a mass of delicate detail. The whole work of reproducing this by offset from the time of receiving the copy until the delivery of, say, one hundred prints was only an hour and a quarter. The job was printed on antique board, with perfect crispness of effect, as would be impossible by letterpress methods, which even with smooth paper would have taken a longer time. In photo-offset an important feature was the great reduction of handwork, which was made possible by the use of high-light processes. Beautifully effective reproductions of pencil drawings were shown which had been reproduced quite automatically, no handwork at all being employed. To do this by halftone block work would involve days of handwork, and even then the result would be obviously touched up, and would fail of the rich penciled effect of offset printing.

Offset Printed Playing Cards

Few readers know that playing cards formerly printed from electrotype are now printed on planographic presses. One firm outside Cincinnati has nearly five thousand employees engaged in supplying card players with the necessary pasteboards. And how beautiful the backs have become and how cheap they are compared with those of a few years ago.

Zinc Sensitizer for Planography

Regarding a choice between aluminum and zinc for planographic printing, B. H. Pocock, instructor in photoplanoigraphy at the Leeds, England, Technical School, says that those who use aluminum started with that metal and became proficient in its use, while those who began with zinc and learned how to use it naturally think it superior to aluminum. The marked difference in the two metals is that strong alkali used on aluminum would have the same effect as a strong acid on zinc. Yet acid has no etching or decomposing power on aluminum. He recommends the following as a sensitizer for photo-

printing on zinc: Two ounces of dried egg albumen is dissolved in sixteen ounces of cold water. One-half ounce of ammonium bichromate is dissolved in ten ounces of hot water. After the bichromate and water solution is cool, it is poured into the egg solution and $2\frac{3}{4}$ drams of liquid ammonia .880 stirred in. After being filtered, this is ready to be poured on a grained zinc plate and whirled until dry.

Celluloid Now Printed by Offset

Celluloid is but one of the difficult surfaces to print upon that have been mastered by the offset rubber blanket. By this method it is possible to print upon not only matt-surfaced celluloid but the glossy surfaced as well. The drying of the ink is entirely by oxidation, as the material is non-absorbent. The offset printer's training in handling tin printing teaches him how to dry ink on celluloid. By offset he finds he can print isinglass or sheet gelatin, glassine paper, rough boxboard stock and wood veneers, textile fabrics of all textures, papers with all kinds of surfaces even to sandpaper. Photography is used to get the image on the grained zinc plate, no matter what surface is to be printed upon.

Giant Ads. by Photoplanoigraphy

The National Process Company, of New York, has built up a giant business rapidly by the simple idea of utilizing an enlarging camera in planographic printing. We are accustomed to think only of copy reduction in photomechanical work, while this company specializes in enlarging copy. They take a page advertisement from a magazine, or a letter from a pleased customer, and enlarge it up to poster size, say four times the width of copy, or sixteen times the area. This enlargement is photo-printed on grained zinc and printed direct or in the offset manner without any loss of time. The speed and low cost with which they can turn out these poster ads. bring them their increasing business. From four-color halftone proofs of a magazine cover they have made enlargements to print in remarkably close register. There is a business that any photoplanoigraphic plant could take up profitably.

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Where Is Another Great Inventor? *

Will He Come From the Ranks of the Practical Printers or Will He Be a Trained Engineer?

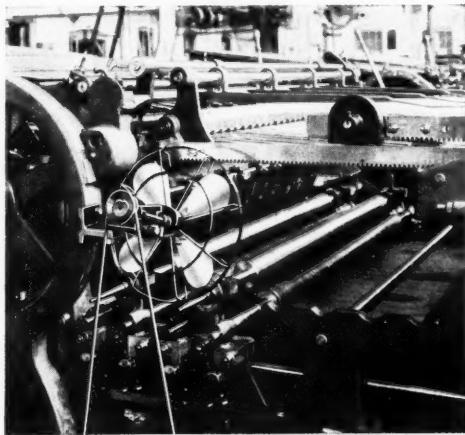
By OLIVER H. KEPLEY

LOOKING backward on the inventions of machinery in the printing industry, we see standing out as creators such men as Mergenthaler, Lanston, Gordon, Harris, Kelly and Ludlow. Some of these men were not connected with the printing industry before their great inventive contribution to it; others were practical printers actively working in some branch of the trade at the time the invention was developed. At this moment there is no revolutionary piece of equipment under process of development, so far as I know. The work of those inventors has ended, and their inventions have been accepted and are in general usage. The three basic types of machine composition, slugcasting, typecasting and display slugcasting, are accepted by printers as necessary. Platen and cylinder presses and offset presses have reached so

Tradition tells us that the mechanical movement which has made the Gordon press so popular was claimed by George P. Gordon, said to have been a Spiritualist who received his impression of this mechanism in a dream. The brayer fountain, now in use on the Craftsman press, was invented in its original form by Alton B. Carty, a pressman in the Government Printing Office in Washington. Here we have the original idea coming from a Spiritualist, and one of its most important developments created by a practical man.

In one case the name of the inventor has become famous, even forming a part of the present company name, although the original invention was discarded long ago. I refer to Washington I. Ludlow, who brought out a device to produce body type on slugs. That machine was discarded by William A. Reade, and in fact the present Ludlow machine is Mr. Reade's contribution to the industry. Mr. Reade developed the idea of a composing machine to set display type from individual matrices, and is now the president of the company which bears the Ludlow name.

Some manufacturers claim that the majority of all inventions must come from trained engineering departments. One



Rouse Roller Fan, Invented by Joseph Jirousek

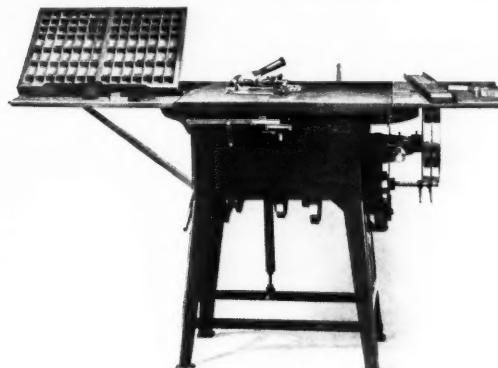
high a point of development that there may seem to be little opportunity for any worth-while new machines in that field.

It almost appears that inventive progress has stopped, but it has not. Any day some obscure inventor may design machinery in any line of the printing industry that will be superior to any product now existing. Only a few years ago machine composition was equally as unexpected as our next great development is today. Even more recently, offset printing has come to prove that those who scoffed at it were wrong. No, progress has not stopped; great inventors to come will rank with the great names of today. Somewhere a practical pressman may devise a machine that will revolutionize the industry. Somewhere a compositor may originate new practices and new methods and build up as great an industry as now covered by the composing machines invented within the last half century. As we anticipate the possibility of new inventive genius, it is interesting to review the origin of some of our present inventions.

***EDITOR'S NOTE.**—Practical printers occasionally have ideas for improvements of existing devices or for new appliances that would prove of value to the industry. Many of these ideas are lost to the industry because of lack of capital or of the necessary time to develop and perfect them. The author of this article, Mr. Kepley, who is the sales manager of H. B. Rouse & Co., Chicago, has devoted a great amount of thought to this matter, and his object here is to suggest to those actually engaged in the practical work of the industry how they may have their ideas perfected and developed, also to encourage practical men to bring out ideas for the benefit of the industry as well as for their own profit.



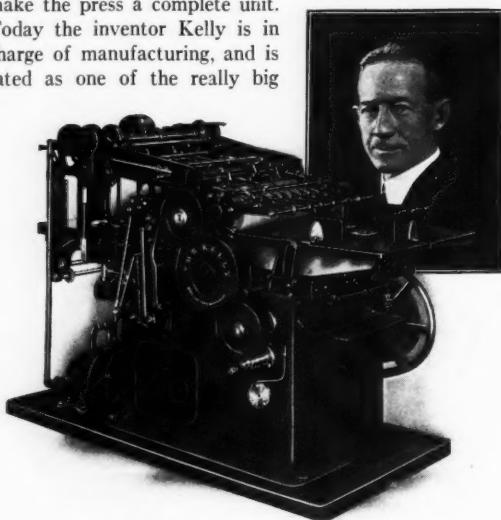
Newspaper Files and Racks Invented by Harry E. Sloan and G. A. Wiedemann



The First Ludlow Typograph That Was Commercially Practicable, Developed by William A. Reade

of the greatest outstanding examples to refute this claim is William M. Kelly, inventor of the Kelly automatic presses, who served in practically every capacity in a printing plant, up to publisher of a newspaper. Always observant and with a well grounded knowledge of printing machines, Mr. Kelly became obsessed with the idea that there was great opportunity for improvement in equipment to produce small work and that a high-class small automatic job press would find a ready market. Even at the time he was working at his trade or traveling in foreign lands for American manufacturers, the

plans for an automatic press were constantly running through his mind and engaging all his spare moments. Here is a man not an engineer who designed not only a revolutionary printing press but an automatic feeder for that press, and has since added an extension delivery and other improvements which make the press a complete unit. Today the inventor Kelly is in charge of manufacturing, and is rated as one of the really big



William M. Kelly, Inventor, and His Automatic Press

men in the industry, yet, as modest as he is efficient, he has never sought to place himself in the limelight. The opportunity to develop the Kelly press was made because of friendship with R. W. Nelson, president of the American Type Founders Company, who offered the financial backing as well as his personal counsel and encouragement.

Opposing the theory that inventions must come from either engineering departments or practical printers is the Mergenthaler contribution to typesetting machines. It is said that Ottmar Mergenthaler, the original inventor, was a clockmaker by trade, and after inventing the first slugcasting composing machine he had the good fortune to be thrown in contact with Philip T. Dodge, then a patent lawyer in Washington, who for years has been president of the Mergenthaler company. Mr. Dodge himself proved to be an exceptional inventor and has to his credit many patents for improvements on the linotype. Mr. Mergenthaler became wealthy, although he did not actually conceive the original idea of his invention, it being attributed to a number of shorthand reporters in Congress. However, with no assets other than his brain, he made the first working model. The ordinary inventor, even though he is a genius, rarely can find supporters willing to follow him as he goes on with progressive inventions, but, fortunately, in the case of the linotype it happened that the group of supporters contained men of that rare type who are willing to try the impossible, yet who are also practical enough to make it possible.

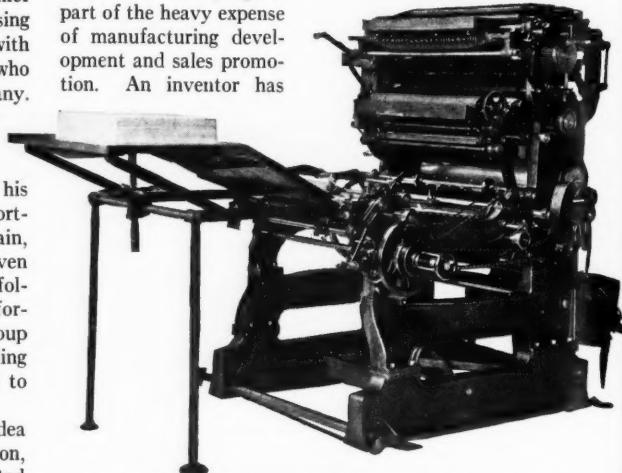
I am informed that Mr. Harris, who worked out the idea of the offset press, was a jeweler, and that Tolbert Lanston, inventor of the monotype, was not a printer but had invented an adding machine, a mail box, adjustable horse shoes and several other articles before he brought out his one great invention whereby he conceived the idea of controlling the typecasting machine by means of a paper ribbon perforated by a keyboard. It took Lanston seven years to develop that idea to the point of producing a machine which would work commercially. After that the success of the monotype was practically due to the efforts of J. Maury Dove, still president of the company, William Sellers Bancroft, an engineer, and Harold Malcolm Duncan. More fortunate than most inven-

tors, Mr. Lanston lived to see his invention successfully introduced and to enjoy a large share of the profits of his work.

Among smaller inventions two products have been created by Harry E. Sloan and G. A. Wiedemann, one a composing-room saw and miterer, the other a combination newspaper file and rack. Mr. Sloan is a practical printer and Mr. Wiedemann is a department head, both being connected with the Philadelphia *Bulletin*. These two products were developed and marketed by H. B. Rouse & Co., Chicago. Likewise a roller-cooling fan was invented in Cleveland by Joseph Jirousek, a practical pressman, who had the product perfected and marketed through the Rouse company.

It is doubtful whether practical printers and pressmen realize to what extent manufacturers are willing to carry the development of original inventions. While it is true that thousands of worthless inventions are offered, nevertheless there are many excellent improvements that can be patented if practical men will present their ideas to the manufacturers who are interested. I have in mind the well known Harris rule case, which was invented by M. C. Harris nearly thirty years ago. For many years rule cases turned out by the Hamilton people were made on the original patents taken out by Mr. Harris, and the report is that he received very substantial royalties. Mr. Harris now lives in California and in that same State lives John S. Thompson, the original inventor of the Thompson typecaster, both of these men being practical men and not engineers.

Because of the development of highly trained engineering departments in the plants of many of the manufacturers, it is true the small inventor seemingly has not the chance he had a few years ago; but there are many prominent manufacturers who welcome the opportunity to look over an inventor's patent papers, and in the case of something of practical value which can be profitably manufactured, these manufacturers are more than willing to take over the invention on terms that are fair and oftentimes highly profitable to the inventor. In some cases the manufacturer develops the article and actually conducts the first few years of its introduction at an actual loss, during which time the inventor is receiving his royalties regularly and is carrying no part of the heavy expense of manufacturing development and sales promotion. An inventor has



The First Model Harris Offset Press Available for Commercial Use. Photograph Was Taken About 1906

probably a better opportunity today than in the old days when the printing business was not so well equipped with machinery. Such men as Nelson, Dove, Dodge, Rouse, and numbers of other manufacturers, are anxious to help inventors as they have helped them in the past. While we have no Mergenthaler today to give us some radical innovation, some such great man may develop at any time, and this man may come from the ranks of practical printers just as did the inventor Kelly.

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NEWSPAPER WORK

BY G. L. CASWELL

Editors and publishers of newspapers desiring criticism or notice of new features in their papers, rate cards, procuring of subscriptions and advertisements, carrier systems, etc., are requested to send all letters, papers, etc., bearing on these subjects, to The Inland Printer Company, 632 Sherman street, Chicago. Criticisms of newspapers can not be made by mail.

More Suggestions on Selling the Newspaper

Traveling around among printers and publishers and visiting them in their shops gives us the impression that very often the owners, proprietors or managers are not successfully "selling" their own business to the public. By this we mean that the newspaper as a newspaper, the advertising in it as such, and the printing done in the shop itself are of a high order and worth while, but the proprietor is not impressing the fact on his public. Really, some men are usually undervaluing their own service, and by discounting it even by inference to their close friends and customers they are giving it a negative rather than a positive value. It may also be that, realizing there is negligence and a slipshod manner in doing their work, they allow the business itself to reflect this condition upon the public.

Our idea is that the publisher, proprietor or manager himself should first be "sold" on his own proposition, believe it is the best possible, then toot it wherever he goes as a real value and be serious about it; fight for it if need be. The effect will be strong on the public.

We were recently impressed with this ability in salesmen when a country club in a small city had need of expansion and more funds, and one man in the membership "sold" the club to its own members and put across the expansion and improvements on their own motion and by their own unanimous vote. Here was a club that had been dubbing along for years, with apologies much of the time for its lack of regulation equipment and grounds, and with a feeling among its members that they could not hire the necessary help to serve and to keep the club-house clean and inviting, that the economical and conservative policy had to be continued as it had been in the years past. This enthusiastic young business man had seen other clubs and had his ideas enlarged by what he had seen. He felt the local club had the setting, the environment and the possibilities of the best of them. He convinced the Board of Directors that more land should be purchased, a sewer system provided, new greens and equipment added, and expert help employed to make it equal to any city club. Then the same ideas had to be gotten across to the entire membership. A special meeting was called, with a supper to be paid for by those losing in a contest, an athletic entertainment to follow, and then a business meeting. The result was an eighty-five per cent attendance, an explanation of affairs and how the club was to be run in the future — with bang-up service, good meals, plenty of opportunity for social activities, and strict regulations concerning members and non-members. This led up to the subject of grounds and the need for a few acres more land and for properly improving this land for club purposes. He visualized the pride and benefit in having such an environment for this country club, its advantage to the city and to its members, and added a little talk on the health benefits to most of them.

When he had their pride and vision stimulated to the proper point he called upon the officers and then upon the leading members who might object to the program. The spirit of the

occasion took right hold; the members saw their club as they had never seen it before; they felt pride in their partnership in it, and felt that with good business judgment all the expansion and equipment talked of could be provided and would hurt nobody. Even the motions to proceed came from those who might have been opposed to any such policy, and the whole proposition was "sold" by this one enthusiast and wrapped up and taken home by the members themselves.

The newspaper man who is working hard for an object, who has a vision and follows that vision, who will talk to his friends, his commercial club, his lodge members, to his town and county officials and political leaders, as well as to his individual subscribers and patrons as though they all have in his newspaper and service something better and worth more than they can find anywhere else — that man can put over a selling talk that will catch and stick. It must be thought out, planned and put over on every occasion that affords opportunity — not without modesty, but with sincerity and courage. The seller should never belittle his own personality, nor permit any one to assign himself or his paper to a place of inferiority. He may not be rich, or powerful or grand, but he can have personality, dignity and high purpose. He may even in a small town be like the small-town publisher in Dakota who recently lost his entire plant and fortune in a fire. Within a week this publisher's fellow citizens made up a fund, placed an order for an entire new outfit for him and told him to take it and go ahead. He had sold himself to that community and they intended that he should stay.

The usual thing in any community is that the newspaper is regarded as a matter of course, and it is assumed that, like the railway trains, it will appear and run along regardless of anything the public may do. There may be patronage or a paucity of boosters for the paper, and only on occasion any interest in what it does or says. The publisher can change all that by tactful and persistent "selling" of the publication to its friends and then they will do the boosting along with him. The paper must "come out," of course, but it must have a volume of patronage to do its best, and doing its best will beget more volume of business. Laziness of the publisher or a disposition to follow the line of least resistance may discount any spasmodic effort to sell and put it over. The pressure must be definite, steady and sure. It is the steady and continuous and dependable that gets there.

Organize for More National Advertising

Getting more national advertising and protecting the newspapers against the stern competition afforded by farm papers and periodicals is deserving of the most thoughtful attention of publishers of local newspapers of every class at the present time. Many publishers now have the conviction that in order to really promote and hold more national advertising they must pool their interests and establish some one office to promote and handle the business. Developments of the past few years only emphasize the fact that advertising agencies seek and

work for business that is placed in mediums that bring the best price and the easiest and largest commissions. A wholly natural situation, it seems. But that only makes the question more important: "How can this situation be remedied?"

Special representatives, calling upon advertisers and agencies for such business, must be paid. But the average newspaper does not have enough real profit in its advertising rates to pay a double commission, and when the price is made high enough to afford that, the rate per thousand of circulation climbs to an extent that makes comparison with other mediums a disadvantage to the local mediums which furnish probably the most effective advertising per subscriber in the world.

Publishers of local newspapers are contemplating all this with a great deal of concern, and many of them are beginning to believe that an organization especially to take care of the situation and develop business that is due them should be created and maintained. When enough of them get into that frame of mind they will succeed and the organization will be created. The single order for a big advertising campaign is the attractive thing; the order that covers so many papers in such a field; the order that can be executed without excessive office and clerical work and expense, and that can be settled up in one bunch so that the books may be cleared. There would be satisfaction to the agency in that, and more business.

A partial state organization in Minnesota tried to meet this problem during the past few years, and failed, largely because it was too expensive. Another small district in Massachusetts has an organization of newspapers looking to the same end. Just what success has resulted we have not learned. In fact, we have sometimes doubted whether small districts can meet the situation and give adequate coverage to satisfy the advertisers, except it be in special cases and limited campaigns.

There is a potential machine for taking care of the problem in the several effective state organizations where field secretaries or managers are maintained. It seems to us the logical development will be a combination of States into large districts, with one field manager handling the business for each State and all these States clearing through one of these managers. In this way campaigns using hundreds of newspapers and involving thousands of dollars might be undertaken with the minimum of expense to the newspapers and still remain attractive to the agencies on account of the regulation commission being insured to them without any question, and with no concern over the many details.

Of course, the basis for any such organization must first be a carefully compiled and pledged list of newspaper advertising rates — a list that is absolutely reliable and backed by the publishers themselves. Such a list has long been available in the State of Iowa; another has been well compiled in Nebraska; Missouri has a very good list book now in circulation; Kansas is coming to the same proposition nobly, and Colorado is well on the way. If a dozen more of the great producing States that furnish the field for merchandising so much of the country's manufactures can do likewise, we can see where the desired combination of publishing interests may be realized.

Observations

Free publicity stuff seems to keep on coming into the newspapers as regularly as ever, but with constantly decreasing results for the senders. Men who have worked themselves into fine paying jobs concocting this free advertising matter are adept, however, and generally make it look so much like news as to be deceiving. Sometimes the free stuff is boldly presented as an accompaniment of paid advertising, with the implied threat that the paid space depends on the handling of the free matter. Daily newspapers are quite generally the ones that fall for this bluff, and in a way running these reading notices may compel competing manufacturers and distributors to come into the newspaper as advertisers. But it is all recognized as a pernicious development of the times and the

dailies are combating it in a general way. L. B. Palmer, of the A. N. P. A., is quoted as suggesting that in dailies one particular employee should be appointed to handle all free stuff presented, and make it a strict rule that not a line of this matter gets in unless it has that employee's O. K. Holding responsible any employee who allows free publicity stuff to get in without such approval, he believes will control and finally eliminate the free space grafters entirely.

One of the greatest dangers to newspaper permanency, and this more especially in the smaller towns, is neglect of publishers to collect and keep up their subscription accounts. Subscribers who value a newspaper are willing to pay for it, but the convenient time for them to pay may pass without their giving the matter a thought. Then see that they are reminded. The old-time system of never reminding subscribers of their debt for the paper because it might strike them in a wrong mood and make them "stop the paper" has been proved time and again to be wrong. Have printed reminders ever ready to fold into the paper, so they can be mailed right along with it, and you'll be surprised at the good results. Then if occasionally it does strike a subscriber that the paper is expensive and that he can not afford it, there is always a new subscriber who can be obtained to take his place. One old publisher whom we knew well made his paper the leading one in circulation by always pressing collections, and he got his \$2 a year from more subscribers than any other county paper. His maxim was, "If a man stops my paper I go right out and get two more to take his place." He made it win.

Replies received by the Richmond (Ind.) *Palladium* to a questionnaire sent out to all the daily newspapers of the United States in cities of over 20,000 and under 30,000 brought some interesting information on the average inch rate charged for display advertising. Replies were tabulated from 119 newspapers, showing the average rate per inch for display per thousand circulation to be 5.7 cents. The minimum local display rate of these papers is 3.78 cents per inch per thousand, and the maximum is 6.04 cents, indicating a pretty wide spread and anything but a standardization. However, 118 of these replies indicated that they had not reduced rates in 1923, and 63 said they had not increased rates, while 56 had increased their rates. Sixty-nine expected to increase their rates in 1924. The rates shown to exist prove that daily newspaper advertising is about the cheapest form of hot and ready advertising possible in this country, and the volume of it is on the increase, which makes for profit, even at the low rates.

Read some good trade papers. Every printer-editor should give some time to thought and study of his business. The trade papers and magazines have the things that attract the eye, arouse vision and enthusiasm, and cultivate dissatisfaction for the things that are wrong in your business system. Nothing is more to be deplored than the self-satisfied man who has nothing more to learn and whose vision is circumscribed.

The good standing and support of newspapers as official publications is more hurt by grafting and padding publishers, who overcharge and underserve their communities, than it is by public officials who try to curtail and hamper publicity of their official actions and accounts.

There are signs of a drop in the price of print paper the first of July, and it may be that some concerted buying by associations will get considerable of the reduction for country papers.

That the newspapers of the country may be made the "goats" in the proposition to increase salaries of all postal employees is generally manifest. If some pressure could be

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THE INLAND PRINTER

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brought to bear to make the administration and responsible officers see what you and all of us know to be the fact — that in small towns of two to several thousand people a postmaster at a big salary is an entirely unnecessary expense — some raise of other employees' pay might be accomplished without burdening anybody else. Often a postmaster is a political pet

who has been given his job as a sinecure. Perhaps his work could as well be performed in many cases by a chief clerk and the other members of the force. All are checked and regulated from headquarters anyway, so why not get rid of the excess baggage now carried and let the people have their reading matter at the accustomed low rates they have always enjoyed?

Review of Newspapers and Advertisements

By J. L. FRAZIER

Knoxville Express, Knoxville, Iowa.—You have consistently maintained a high standard of excellence among the better papers of Iowa, famous, for one thing, as a State of many fine newspapers. All features are given the most painstaking and intelligent attention.

News-Messenger, Marshall, Minnesota.—Your Christmas edition, which has just reached us, is unusually good in all respects, and in spite of the fact that sometimes inharmonious types are combined in individual advertisements. The avoidance of this would make it better.

Pioneer, Pontiac, Illinois.—Absence of column rules gives your paper a very unusual appearance. A pica white space between the columns is abundant. The first page could be greatly improved if every story carried a head and the makeup were more evenly balanced.

Tri-County Press, Polo, Illinois.—The first page of your March 11 issue is well arranged and the print is good. The advertisements are poor, however, more as a result of the inadequacy of your type equipment to provide strong and attractive faces for the display. The absence of borders in some instances also weakens the display because of the lack of unity that follows.

JACK EMMONS, Pawhuska, Oklahoma.—The first page of your February 22 issue is unusually well arranged and, furthermore, the headings are just the right size and there are just the right number of them. The subordinate decks of the heads topped with hand-set lines could be just a size larger and be of three lines. We are reproducing the page as an illustration of an unusually well ordered arrangement of the parts.

Granite City Press Record, Granite City, Illinois.—Your progress edition, particularly the magazine supplement section printed on coated stock, is decidedly commendable. Although not perfectly printed, the numerous halftone illustrations in this large supplement are well printed. We can not say so much for the regular news sections, which are pale and weak, also somewhat mussy. Speed and quality do not seem to go together with the kind of perfecting presses employed outside the very large cities. While some of the advertisements are blacker than we should prefer, they are, nevertheless, well arranged and forcefully displayed, and undoubtedly effective from a publicity standpoint.

Detroit News-Tribune, Detroit, Minnesota.—The first page of your March 27 issue is well arranged and the heads are quite satisfactory. The exceptions are the two, immediately above the cartoon, which are set in bold block letter without a subordinate deck — even without a short dash between head and item. Advertisements are quite well arranged and displayed, but the appearance of the paper, as well as of some individual advertisements, is weakened through the use of too great a variety of borders. We particularly abhor the crinkly line or ribbon border employed in a couple of instances.

TIMES PUBLISHING COMPANY, Houlton, Maine.—The best feature about your paper, the *Times*, is the better than usual paper used. When the paper is also so well printed this feature becomes delightful; the presswork is unusually clear and clean. The first page is well arranged, the various display elements being quite satisfactorily balanced. The second deck of the display top heads is set in too large type compared with that used for the main deck; there should be a greater difference, both in the interest of better appearance as a result of variety and of better display and interpretation, which also results from contrast or variety. Then, the spacing between words in some of the lines of these heads is entirely too wide to look well. Write your heads to fit snugly; you can do it by making up a perfect one and writing your copy with it before you as a pattern. Most of the advertisements are good, particularly from the standpoint of arrangement and display and we are pleased to find one style of display type quite consistently employed. Bold unit (sausage) borders and extravagant paneling sometimes have the effect of overshadowing the type. This should be avoided. Simple plain rule borders which unify the type into the ad. and mark its limits are best. Sometimes needlessly large type is used throughout an advertisement, type larger than necessary for display or readability, which makes the appearance rather uninviting through crowding.

Lawrence Daily-Journal-World, Lawrence, Kansas.—It is regrettable that so good a paper as your special Spring Number should be marred by poor presswork, battered type and in the borders around the advertisements rule joints which lack considerable of meeting. The first page of the news section is quite well arranged, although there appears the need for more hand-set heads in the lower part of it. The advertisements, as a rule, are well arranged and displayed, but there is altogether too much indiscriminate mixing of incongruous type faces, an example of which is the display for Carl, the clothier, where we find the major display in Caslon Old Style, the second display in Cheltenham Medium Italic, the remaining display in Clearface and the body in Century Bold. Not only is the mixing of faces bad, but body matter in bold face should never be "topped" by display in light face. Needlessly, too, the effect of this advertisement is crowded, though there is considerable white space in it, because the lines are spaced so closely, with the white space first on one side and then on the other. The wide indentation given so much of the text matter of the advertisement serves no display purpose that is not overbalanced by the disagreeable effect of the crowding mentioned. Larger type should have been used for the body of the Ober ad., which is very well arranged. We question the advertising value of the theme of this advertisement — but that is another question. The merchandise is subordinated entirely too much. Although the display is a little weak, Weaver's advertisement is the best in the issue. While there is little display the advertisement has strength as a result of an effective

combination of illustration, border and big, readable type within sufficient white space. There can be too much white space, particularly if it is indiscriminately scattered; it should be massed for the best effect and never so dispersed as to give the effect of an advertisement lacking unity.

Mansfield Enterprise, Mansfield, Louisiana.—Your issue for March 27 is nicely printed and the first page is very satisfactory. The lines in several of the single-column display headings are too short, also uneven. Lines of drop-line heads should be approximately four-fifths as long as the column is wide and both, or all three, as the case may be, should be the same length. We

THE DAILY JOURNAL IS DELIVERED INTO MORE HOMES IN PAWHUSKA THAN ANY OTHER DAILY PUBLISHED

PAWHUSKA DAILY JOURNAL



Unusually well arranged page of six columns which is considered difficult to handle. Jack Emmons, Pawhuska, Oklahoma, doesn't seem to experience much difficulty.

also like heads of more than one deck for two reasons: first, to give them a better dressed appearance and, second, to make the change from large head-letter to small body type less abrupt. Furthermore, it is a good plan to give more of the high spots of the story in the head for the benefit of readers who do not have the time or the inclination to read the whole item. The halftone portrait and the cartoon should not be run alongside, but should be separated in the interest of appearance and in order that the pictorial features would contribute their value to the whole page. The advertisements are just ordinary, which characterization applies to the page display for Jenkins, which you have marked, ostensibly for our particular attention. Your pleasure in obtaining the page advertisement doubtless encouraged more satisfaction with it than is deserved. Great believers in white space as we are, we nevertheless like to see type of adequate size. Although the body of this page is not too small to be read with ease, still we are certain it is too small and somewhat too weak to balance the advertisement in size and otherwise. White space is used in the advertisement to no effect worth while. The main display line is too small for the size of the advertisement and it was unfortunately set in bold block letter instead of Cheltenham Bold, in which good letter the other display lines are composed. The two outside panels are more satisfactory than this middle one, and it is to this we more particularly referred when we stated the type is too small. Except in those few advertisements where several types are employed, and particularly where the abominable extra-condensed faces appear, the displays otherwise are very satisfactory — from a publicity and display standpoint more

than from that of appearance. Watch the points we have mentioned and pyramid the advertisements on all pages. The change will be remarkable.

Archbold Buckeye, Archbold, Ohio.—The first page of your March 28 edition is well arranged. Your plan of avoiding a line of heads across the top of the page by putting a panel in the middle column and short items at the top of the second and third, fifth and sixth columns, under which appear the heads

ARCHBOLD BUCKEYE



The makeup along the top of this page from the Archbold (Ohio) *Buckeye* is quite unusual, the idea being to avoid a line of single column heads along the top of the page.

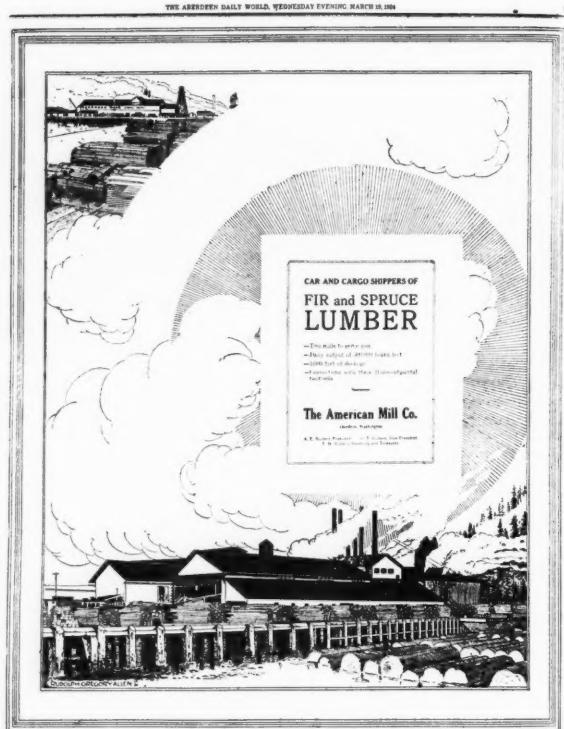
that would ordinarily be placed at the top, is unusual and out of the ordinary as a plan of makeup. We are reproducing the page more for the novelty of the plan; we are not certain we like it.

Shenandoah Daily World, Shenandoah, Iowa.—The first impression we get from your paper is that there is a live and peppery man — probably several of them — behind it. In fact, too much exuberance is probably expressed by the first page, although none of the many display news headings is so large as to be offensive. In our opinion, there are simply too many large heads, which spot the page rather disagreeably. What is unusual about them is the fact that they seem to have been written and then set with some care, the latter part is made more or less mechanical when they are properly worded or "lettered" to fill the required length. Single-line hand-set headings fill the column evenly and without the effect of being forced by extraordinary word spacing or of letter-spacing. We have been hammering away at this very thing for a long time, yet a paper with heads so well balanced and symmetrical as those in your paper is decidedly unusual. The spirit of pep suggested by your first page is reflected also by the advertisements, where the display lines are quite stronger than is the rule. We like this kind of display, provided, as is proper, there are not too many lines in big display. The advertisement with one or two big display lines is much better than the same copy where many lines are brought out, necessarily in smaller type. In view of the excellence of the advertisements in display and arrangement we regret that several styles of display type are used and particularly the black block letter, employed frequently. If the Cheltenham Bold, of which you seem to have a good amount, were used for display throughout the paper it would not only be strengthened but beautified as a result of the consistency and harmony. Pyramid the advertisements throughout. Those appearing in the special Spring Number section are unusually good. The printing is commendable.

Aberdeen Daily World, Aberdeen, Washington.—Your annual edition of 114 pages, featuring the various industries of the locality — lumber predominating and being most picturesque — is one of the most interesting and attractive specials we have seen. The energy and vision required to contemplate, plan and then execute an edition of this scope is unusual and decidedly commendable. Best of all is that unlike many — we might say most — special editions you have really put something worth while to the territory into the text. A special just as an excuse to solicit advertisements is a hold-up, but a special that gives so fine a representation of the paper's field as yours does, and that is so interesting, makes space in it of greater than usual value. You have stood up to the plate and hit the ball hard. We reproduce one of the advertisements to show that you have put something extra into them, too.

Berwick Enterprise, Berwick, Pennsylvania.—The first page starts off well with good headings, well arranged at the top, and then winds up badly with most of the lower half of the page filled with "want" advertisements. The volume of advertising carried, which, doubtless, was responsible for that condition and which may not be a regular thing, justified a sixteen-page paper, but only fourteen were printed. The presswork is excellent, away above average, and the advertisements also are better than common, in fact, mighty good in arrangement and display. Although more type styles than we like are found in the advertisements, the display of individual spaces is usually confined to a single series, which is the next best thing to having one standard series for all the display. There is economy of time, space and equipment when fewer styles of type are employed. The argument against the plan that variety is necessary to give the advertisements individuality doesn't hold water, because, when that idea is held, so many varieties follow that no distinction results. The advertisements become mongrel. Sometimes the borders are too black and too prominent otherwise. A border should frame the ad, and provide unity, sometimes it may be an element of decoration, but it should never be so pronounced as to command attention to itself. On some of the pages the advertisements are pyramidated. We urge that style throughout the paper, because the effect of order and system it provides is desirable not only from the standpoint of neatness but also from that of the convenience of the readers.

Evening World, Bloomington, Indiana.—Except for the fact that a cursory examination indicates that your paper is ably edited there is little to say in its favor. The print is inexplicably bad, very, very pale, with considerable offsetting and slurring on the second side. A better makeup, which would have distributed the heads to better advantage with the long story of the fire to be reckoned with, would have been to arrange the short-headed stories now in the sixth and seventh columns in the lower part of the three middle columns.



Representative advertisement from 114-page annual pictorial edition of the Aberdeen (Wash.) *Daily World* demonstrating what even modest artwork will accomplish in the direction of effectiveness. The picturesque character of the lumber and shipping industries featured in this edition makes it of considerably more than usual interest.

with a three-column cutoff over this section, and with the long fire story following over it and into the last two columns. The page then would have been not only much better in balance, and so more agreeable, but the interest features, the heads, would affect the whole page. In arrangement and display the advertisements are fair, but the mixing of regular and extra-thin display lines makes their appearance bad. The effect of this, however, is no more than that of the weak checkerboard linotype borders, which do not match the strength of the display type at all. Plain double-rule borders like that on the Woolley & Barnhill display, consistently used throughout the paper, would work wonders with its appearance. Beauty attracts, remember. Another thing that would be equally effective in the direction of improving the appearance of your paper would be the pyramidating of advertisements, grouping them in the lower right-hand corner on all pages. Order and system, which is the same thing, result from this manner of placing the advertisements, and order is one of the first laws of beauty. Another point, when the advertisements are grouped in this manner the reading matter is correspondingly grouped in the upper left-hand corner and this has the effect of magnifying its amount and tends to make it convenient for the readers. This, too, is important, and none will deny that a paper which is popular with its readers is the more valuable to its advertisers on that account.

How One Newspaper Secured Farm Sales Advertising

By NORMAN J. RADDER
 Associate Professor of Journalism, Indiana University

HERE is the story of an advertising idea which has brought thousands of dollars to Iowa publishers. One evening in the spring of 1903 O. J. Benjamin, one of the owners of the Nevada (Iowa) *Evening Journal*, happened to be discussing live-stock sales with an auctioneer. The thought came to him that, with its circulation among nearly all farm homes in Story county, the *Journal* would be a profitable advertising medium for farmers. The idea gripped him, and after he went to bed that night he kept thinking about it and couldn't sleep. Finally about two o'clock in the morning he got up and wrote out on paper his ideas for live-stock advertising in the newspaper.

That is the story of the origin of live-stock advertisements in Iowa newspapers, as told by Mr. Benjamin himself. During one year this class of advertising in his paper amounted to more than \$5,000. Quarter and half page advertisements are the usual thing and full pages are found in every issue in the sale season. The *Journal* is a triweekly, coming out on Mondays, Wednesdays and Fridays. A few years ago the volume of farm advertisements made it necessary for the *Journal* to buy a Duplex press which would enable it to increase its page capacity at will. Now during the sales season the *Journal* frequently runs eight pages on Monday, twelve on Wednesday, fourteen on Friday, or a total of thirty-four pages a week. Some editions have run as high as sixteen pages.

One feature of the *Journal's* system is the "Sales Dates Claimed" list on the classified page. This list is set in six-point and includes every sale in the *Journal* territory. It is published as a matter of news, irrespective of whether the farmer had his bills printed at the *Journal* or if he advertises in the paper. The information regarding the sales is obtained through country correspondents and auctioneers. Simultaneously with the appearance of his sale in the "Sales Dates Claimed" column, the farmer receives a letter from the *Journal* urging him to use display space in the paper. The letter is carefully worded and reads as follows:

Dear Sir:

Now that you have selected the date for your coming sale and have made arrangements with your auctioneer, your one thought and hope is that your offering will sell at the top notch. In fact in looking over your consignment for the sale we know you have some offerings that should bring the very best of prices. To make your sale a success and get top prices, it is absolutely necessary that you have the buyers. Your auctioneer can work hard to boost the prices and increase your receipts, but what will it amount to if you do not have the buyers? Talking to an empty sale yard will not sell the stuff. To get the buyers to attend your sale it is necessary that you notify them that you are going to hold an auction, and tell them what you will offer, giving a description and mentioning some of the good qualities—convince the prospective buyer that you have something worthy of his patronage.

The cheapest and most effective way of notifying the public and getting them to read your announcement is through the columns of the Nevada *Evening Journal*. Sale bills do little good; they don't talk to enough people. The average live-stock raiser, farmer and buyer does not get out of his auto along the roadside to read the particulars of a sale. He picks up the *Journal* in his home and turns to its live-stock and sale columns to see where sales will be held and what is offered. He has become accustomed to getting this information in this manner, for nearly all the sales in Story county and the adjoining territory are advertised in its columns. The reason for this condition is apparent, as nearly every farm

home in Story county and in the adjoining townships of the counties adjacent are visited every Monday, Wednesday and Friday by the *Journal*.

Those who conduct successful live-stock and public sales realize the value of this thorough circulation. We do not know of one who has advertised his sale liberally in the *Journal* who would not tell you that the *Journal* advertising made him big money. Think of the opportunity; if your advertisement in the *Journal* brought only one brisk bidder, your increased receipts would much more than pay for a liberal amount of advertising. It is certain that such advertising will bring you many such sought-for patrons. *Journal* advertising covers such a large territory that it brings together for you many who come because they want what you have for sale. The competition between those who really come to buy does more to boost prices than any other thing. The man who wants your stuff is worth more to you in a sale ring than one who comes just



Home of the Nevada "Evening Journal"

to be a "good fellow and help you out." In other words, some good, persistent and liberal advertising won't cost you anything, for it will pay for itself and make you a neat sum besides. It's the one great factor in making your sale a success.

The *Journal* force is experienced in the sale-advertising business, for it has had charge of the advertising of nearly all the sales in Story county for the past twenty years. We will take charge of your advertising, write your advertisements and devote every effort in pulling off a successful sale for you. There is no charge for claiming your date in the "Sale Dates Claimed" column. The *Journal's* plan will make money for you and insure you a successful sale. Call on us; we are at your service.

Yours truly,

THE NEVADA EVENING JOURNAL,
 Benjamin Brothers, Publishers.

With the letter is enclosed an attractively printed eight-page pamphlet entitled "How to Conduct a Public Sale." This booklet tells how to prepare cattle or goods so they will sell best. When the farmer takes space in the *Journal* he thereby becomes entitled to the privilege of having his sale listed on the front page of the "Sale Dates Calendar." Note, please, the difference between the "Sale Dates Selected" department in the classified section and the front page sales calendar. The former is chiefly for the convenience of the farmer who wants to select a date that will have no conflict in his territory. The latter is the notice that is clipped by the reader who wants to attend sales. The former notice is given free; the front page notice goes only to the advertiser.

Advertising in the *Journal* has very nearly put sales bills out of business in Story county. A few farmers supplement

their advertisements with bills, but the majority use only the *Journal*. Not infrequently has it happened that a farmer who sought to economize by not advertising in the *Journal* had such a small attendance at the sale that another date had to be set. Such farmers learned the lesson that advertising in the *Journal* is indispensable for a sale in Story county because the *Journal* is a farmers' almanac. The advertising is pretty well distributed over the winter and spring because pure-bred sales follow stock sales.

One of the by-products of this volume of farm advertising is that men become readers of display advertising. Usually it is the woman who reads the advertisements, but in Story county the farmer who reads sales advertisements in the paper turns quite naturally to the other display advertisements. Thus other advertising benefits directly from the farm advertising.

The *Journal* also carries an unusually large volume of classified farm advertising, both the pig and poultry classified advertisements sometimes running half a column. All classified advertisements are set in six-point. The following is the classified rate card:

Two lines or more, per line.....	10 cents
Two consecutive times, per line.....	9 cents
Three consecutive times, a line.....	8 cents
Six consecutive times, a line.....	7 cents
Twelve consecutive times, a line.....	6 cents
Intermittent insertions, a line.....	10 cents
No charge for less than two lines.	

CONTRACT RATES

Six Months — Every issue 5 cents; Twice a week 6 cents; Once a week 7 cents.
Twelve Months — Every issue 4 cents; Twice a week 5 cents; Once a week 6 cents.

CLASSIFIED DISPLAY RATES

Measured Six-Point — Twelve Lines to Inch
12 lines or more, per line..... 6 cents
24 lines or more, per line..... 5 cents
36 lines or more, per line..... 4 cents

CONTRACT RATES

Six Months or More — Every issue 18 per cent discount; Twice a week 15 per cent; Once a week 12 per cent.

O. J. Benjamin is convinced that the classified section is an important factor in building circulation. Questionnaires to readers have shown that about ninety-eight per cent read the classified advertisements. Not only is the *Journal* unique because of its large volume of farm advertising but also because of its extraordinary amount of foreign advertising as well. For the last four years foreign advertising has brought the *Journal* well over \$3,000 annually. One reason Mr. Benjamin has been successful in getting foreign advertising is that he knows what the national advertiser expects a paper to do.

"For five years I have been a delegate of the Nevada Advertisers Club to the convention of the Associated Advertising Clubs of the World," said Mr. Benjamin. "This gave me an opportunity to hear discussions on national advertising and to get the point of view of the agency and the national advertiser. I found out what they wanted from a newspaper. I have also called on all agencies in Chicago at three different times. The first time I called they all told me I was the first county newspaper man that ever came to solicit an account.

"I found that agencies wanted correspondence handled promptly and in a businesslike manner. I found that while they were interested in circulation, they were always disposed to be most favorably impressed with a newspaper that could show reader confidence as well as circulation.

"In order to show the confidence of readers in my paper I made several demonstrations for national advertisers. I made one with Ivory soap. I was given the one-a-week Ivory soap schedule for a year. Before the advertisements started I canvassed all grocery stores to see how much Ivory soap they were selling. After the advertisements had run a year in the *Journal*, I canvassed the groceries again and the increase was phenomenal. I made a similar investigation with None-Such mince-meat. Both of these investigations pleased the agency, pleased the national advertiser, pleased the local grocers and brought me local as well as national advertising."

Mr. Benjamin is a firm believer in giving legitimate service to the national advertiser. Whenever an agency requests it he sees to it that local merchants fix up window displays to tie up with the advertisements in his paper. He will not, however, display goods in the window of the *Journal* office, nor will he sell the product for the advertiser. He offers a trade survey service for Story county as complete as any metropolitan paper offers for its district. He keeps an up-to-date list of all stores and the lines they handle. While he does not sell fixed position, it is his constant aim to place advertisements where they will be most effective for the advertiser. Hence,

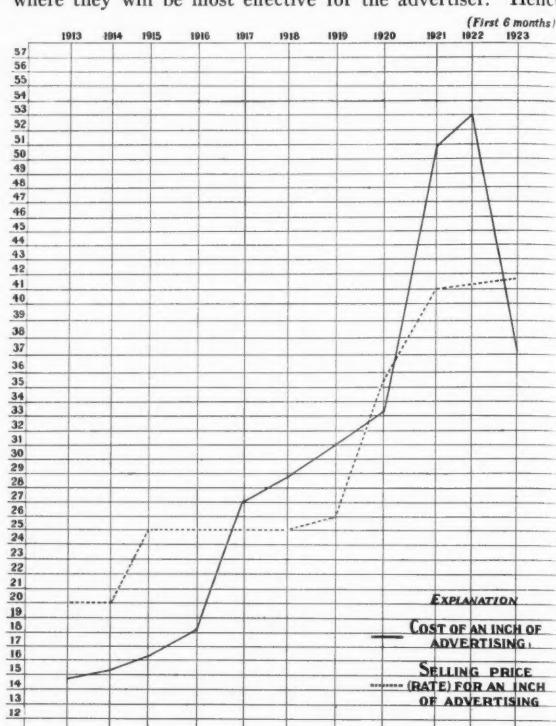


Diagram Shows Comparison of Costs and Selling Price of Advertising for a Period of Ten Years Based on the "Journal's" Cost Accounting Records

advertisements that appeal to men are placed on the market page and those that appeal to women are grouped on or near the society page. The *Journal* has a complete rate card made in accordance with the regulations for the standard rate card of the American Association of Advertising Agencies. It supplies advertising with a map, showing by means of a dot its circulation among the farm homes of Story county.

The population of Nevada is a little under three thousand. The circulation of the *Journal* is 3,331. It goes into almost ninety per cent of the farm homes in the county, and many subscribers have been with it something like twenty-eight years. Nevada, with a population of less than three thousand, is not large enough to support a daily. A triweekly, however, meets the situation admirably. It brings the farmer his market reports and news of the world every other day. The *Journal* takes a fifteen-mile service from both the United Press and International News Service. Both press associations mail to the *Journal* carbon copies of their full leased-wire service, and this is used for feature and background stuff. Comics and a page of pictures are supplied by the I. N. S. While the front page is made up like that of a daily, it is nevertheless primarily a local paper. The aim is to treat all local news first. Furthermore, it is not a Nevada paper but a Story county paper. Twenty correspondents are employed, who are paid at the rate of three cents an inch when they send in their string.

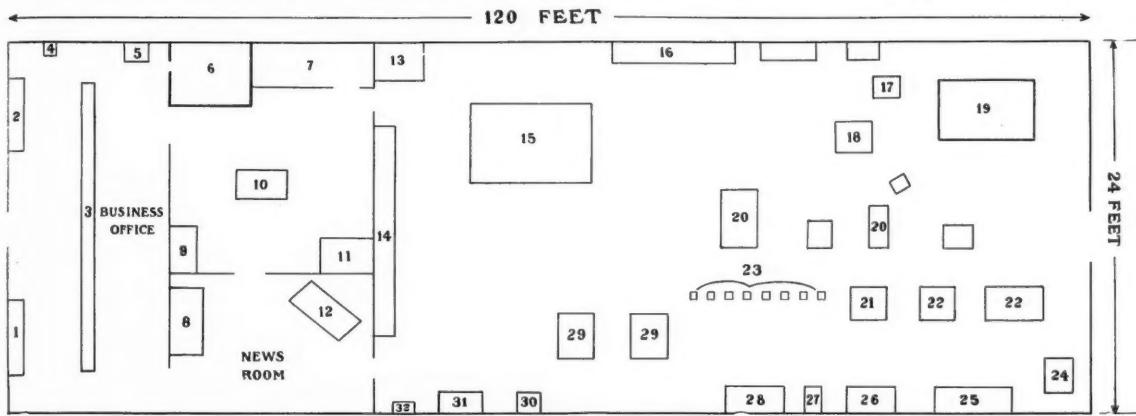
The *Journal* has been operated under a cost system since 1913. At that time a combination of the Ben Franklin and Typothetæ systems was worked out and applied to a newspaper office. It has been found that in the *Journal* office the cost system more than pays for itself in that it reduces leakage and shows up losses which otherwise might not be suspected.

Take that matter of farm-sale advertising, for instance. The cost system has shown that a peak load of advertising on one day is not profitable. Hence an attempt is made to equalize the number of pages in every week as far as possible.

Again in the matter of advertising rates the cost system records in the office, which date back to 1913, show the cost of an inch of advertising, and the selling price of an inch of advertising since 1913, when the system was first adopted. An examination of these records shows the violent fluctuations during the war time and the period of readjustment. The

and another 12 by 18; a Babcock drum cylinder, a Perfection saw, a Potter proof press, a Peerless cutter, a U. S. Service Company page caster, and a stitcher, puncher and perforator. The feature of the composing room is the substitution of the movable truck or turtle idea of the metropolitan newspaper for the old-fashioned stone. It has been found in the *Journal* plant that the turtles save an enormous amount of time, because they can be moved to the press when needed and can also be used to move the form to the distribution alley. Print paper is bought in carload lots. It is delivered at the rear of the building, placed in the basement until needed, and then delivered to the press by chain hoists.

The *Journal* occupies a brick building 24 by 120 feet on the main street of Nevada. The building is the property of Benjamin Brothers, the publishers. The floor plans shown herewith indicate how the space is apportioned among the dif-



Floor Plan of Nevada (Iowa) "Journal"

Explanation: 1 and 2, window seats; 4, current files; 5, counter; 6, safe; 7, closet; 8, table; 9, table; 10, desk of O. J. Benjamin; 11, desk of G. A. Benjamin; 12, desk of news editor; 13, toilet; 14, mailing table; 15, Duplex press; 16, paper cabinet; 17 and 18, job presses; 19, Babcock press; 20, tables for jobwork; 21, cases; 22, makeup stones; 23, turtles for making up newspaper; 24, gas engine; 25, cases; 26, file for cuts; 27, proof press; 28, galley rack; 29, linotypes; 30, cabinet for tools; 31, bench; 32, files of newspaper.

diagram on page 434 is based on the cost-accounting records in the office of the *Journal*. It illustrates the constantly increasing costs and the efforts of publishers to meet these costs by increasing their advertising rate. It shows that in 1920, 1921 and part of 1922 publishers were unable to advance the rate sufficiently to meet rising costs. Not only did costs rise but the volume of advertising decreased. Advertising in the *Journal* dropped from 75,000 inches in 1919 to 42,000 in 1921. The greatest discrepancy is shown by the figures for 1922, when it cost 53 cents to produce an inch of advertising, while the rate was only 41.1 cents an inch.

Here is where the value of a cost system comes in: Benjamin Brothers knew that in 1920, 1921 and 1922 they were selling their advertising at a loss, and their cost records showed them just how much they were losing on it. Other publishers without a cost system knew in a vague way that they were not getting enough for their advertising, but they probably had no idea of the enormous difference between the cost and the selling price of an inch of advertising. It seems reasonable to assume that if more country publishers had cost systems they would not hesitate to advance the rate when the facts justified an advance. Benjamin Brothers could not advance the rate because other publishers did not do so, and other publishers did not advance the rate because they didn't know their costs. Job departments in all plants carried the burden for the advertiser. The figures for the first six months of 1923 show the abrupt drop of costs. The cost of an inch of space for the *Journal* is now 37.4 cents, while the rate is 41.8 cents.

The mechanical equipment of the paper consists of a Model 14 and a Model 5 linotype; a Twentieth Century flat-bed web Duplex press; an 8 by 12 Chandler & Price jobber

different departments. The front entrance is at the center of the building, and on each side of the door there are window seats for the convenience of farmers' wives who may be waiting for their husbands. On the other side of the wall there is a stand for the current files of the *Journal*.

The paper was founded by Benjamin Brothers in 1895 as a weekly. Both partners are practical printers. G. A. Benjamin has continued to devote himself to the jobwork, while O. J. Benjamin is business manager. The *Journal* became a semi-weekly in 1898, and in 1905 it was made a triweekly.

THE ARTS OF THE BOOK

At the Museum of Art, New York, beginning May 12 and lasting to September 14, is an exhibition every book lover should see. It is worth the trip to the metropolis, as no such collection of book art was ever assembled before, outside the Vatican, Rome. It contains selections from the book treasures of this country and proves that the most precious books are now on this side of the Atlantic. The chronological arrangement and the perfection of the whole exhibition are due to the exceptional knowledge and skill of the museum's curator of prints, William M. Ivins, Jr. The embellishment of the book from the beginning is stressed in this exhibition, from the illuminated manuscripts, through the prototype books and then those that followed the invention of movable type. The most valuable bindings are also here from the days when bindings were studded with precious stones down to the artistry of Cobden-Sanderson. The educational value of exhibitions such as this one and of those which the American Institute of Graphic Arts sends out can not be overestimated.



CORRESPONDENCE

While our columns are always open for the discussion of any relevant subject, we do not necessarily indorse the opinion of contributors. Anonymous letters will not be noticed; therefore correspondents will please give their names, not necessarily for publication, but as a guaranty of good faith. All letters of more than one thousand words subject to revision.

Suggestion Hereby Referred to the Attention of Envelope Makers

To the Editor:

CENTRAL CITY, NEBRASKA.

Why do envelope manufacturers persist in banding envelopes for the printer? The bands no doubt are very convenient for those engaged in retail trade, but few printers retail envelopes. Besides, the envelopes for retail trade are as a rule the loose fold kind, which are bulky, and not the flat fold which the printer wants.

It is true we are now getting certain envelopes unbanded, but even in these every hundredth flap is turned out, which is almost as big a nuisance as the band.

When the envelopes come banded the bands must be removed, which causes an absolute waste of time. When the flaps are left turned out, they must either be folded down by hand singly as one comes to them, or taken out beforehand and folded flat, in either case causing a waste of time. Of course the feeder can throw these envelopes away, which would save time for him, but a person hates to waste good stock.

The printer doesn't need to have his envelopes counted off in either twenty-fives or hundreds. In the up-to-date shop all presses are equipped with counters, so that it is no trouble to count any desired quantity. If a press has no counter it should be equipped with one, as these machines are inexpensive and well worth their cost.

Give us our envelopes without bands or outstanding flaps, Mr. Manufacturer, and the printers will rise up and call you blessed.

—
GEORGE C. FITCH.

Still Another Angle on Engravers' Proofs

To the Editor:

LONDON, ENGLAND.

Some thirty years or more ago, when wood engraving was in greater use than it is now, it was the custom to pull proofs on India paper and usually these proofs were burnished; that is, they were rubbed instead of being pulled in a press. The India paper — a paper not at all in common use — and the hand rubbing produced a beautifully delicate proof, which it was impossible to get when actually printing, but I don't remember complaints of faking. It was understood that the rubbing showed what was on the wood cut. In the same way today engravers' proofs of their halftones or color process plates are intended to show what is on the plate and to show it in the quickest way, for notwithstanding the remark of your correspondent, R. O. Vandercook, skilled proofers are not allowed unlimited time. Anyway, why should the proofer be so foolish as to take unlimited time to cover up a defect when the engravers could make the plate right or make it over again?

I think your correspondent has a wrong impression on the matter. There are hundreds of different qualities of paper and probably as many different kinds of printing machines in all stages of decrepitude, and it is impracticable for the engraver to pull his proofs to suit all these conditions. I have had customers who objected to color proofs being pulled on platen

presses because they wanted to print them on Wharfedales. They said it wasn't fair to them. Over here the printer can have his proof pulled on the paper he is going to use, and often does by asking for the service. I can not see much good in it, as obviously the conditions necessary to pull one or two proofs are quite different from the running off of some thousands.

I don't think the engravers' proof is sent for the purpose of being shown to the printers' customers but merely to show the printer what the plate is like. If the printer wants to show proofs of the job as it actually will be turned out he will need to pull them himself.

E. H. ATKINSON,
—
Garratt & Atkinson.

Schools Are for Instruction, Not for Production

To the Editor:

CHICAGO, ILLINOIS.

We wish to commend your vigorous editorial in the April number of THE INLAND PRINTER, entitled "Printing Equipment in Public Schools Should Be Used for Instruction and Not for Production." We hope this editorial will be read by every teacher of printing in America, and it ought also to be brought to the attention of school officials.

The matter of production in printing shops in the public schools is one on which the Department of Education of the United Typothetae of America has taken a decided stand. We hold that the primary purpose of the school print shop is to give sound instruction in the fundamental principles and processes of printing; that to accomplish this purpose, the work of the school print shop must be organized on an instruction basis; that for the practice work of students, actual production jobs are preferable to abstract exercises; that the kind of production jobs must always be selected to suit the teaching program and to fill the instruction needs of students; and finally, that the instructor is justified in declining to handle production jobs that do not fit into his teaching program.

There is no other shopwork teacher so imposed upon as the printing teacher. Because the product of the print shop is so usable in the school system, many school officials conceive of their printing departments as fulfilling chiefly the function of production, with instruction as an incidental by-product. This is often the understanding when the teacher is engaged.

With regret we observe that school officials, and particularly superintendents of schools, are often the persons most to blame for this situation. They think they are saving money for the city by getting their printing done in the school shop, but the application of up-to-date cost-accounting principles will readily show this to be a fallacy. Moreover, school superintendents and principals ought to be the most vigilant of all persons in maintaining the instruction function of the print shop as well as all other school shops, and ought to insist that the school shop activities yield a maximum of instruction value to pupils rather than job-production value to the school system.

To get at the job-production difficulty at its source, two things are necessary. The first is proper education of school officials concerning the function of school shopwork. They

should be made to realize that the school print shop is no exception, and that neither teacher nor students should be exploited through any motive of false economy. In the second place, printers should be made to understand that in accepting teaching positions they do so with their eyes open to the

actual facts of the case, and thus be in better position to insist upon working conditions that make primarily for sound instruction of pupils in the Art Preservative.

M. W. HAYNES, *Assistant Director, Department of Education, U. T. A.*

Incidents in Foreign Graphic Circles

By OUR SPECIAL CORRESPONDENT

GREAT BRITAIN

THE noted publishing house of T. & T. Clark, at Edinburgh, will reach its centenary this year.

FREDERICK CLAYTON, a reader on the staff of the *Yorkshire Post*, has retired after fifty-seven years' service on this paper.

SPECIAL penny and three-halfpenny stamps will be issued by the postoffice department in connection with the coming British Empire Exhibition.

THE United General Commercial Insurance Corporation has gone into liquidation. Newspaper coupon insurance is given as one of the causes of its failure.

THE proprietors of the Newcastle *Chronicle* have decided to insure each married man in the service of the *Chronicle* productions for £100 and each unmarried person for £50.

ANNOUNCEMENT is made by the Oxford University Press of a reduction in price of some of its publications. Prose works at 4 shillings are reduced to 3 shillings 6 pence, and poetical works from 7 to 6 shillings.

IT is reported that a publisher, in producing new editions of old works, has presented illustrations showing Camille dressed in the latest tailor-made fashions and Sappho riding in an automobile.

THE London Times Musical and Dramatic Society recently gave a performance of "Pinafore" and a one-act farce, "The Bathroom Door." The performance was for the benefit of the Printers' Pension Corporation.

THE general fund of the Typographical Association having fallen below £6 per member, the Executive Council has imposed a levy of 1 shilling per quarter on fully employed members, to continue until the fund again averages above £6 per member.

THE Grimsby *News*, which reached its fiftieth year in January, mourns the fact that the office does not possess a copy of its first issue, dated January 11, 1874, it having disappeared from the files. Neither is a copy to be found in the British Museum.

ONE THOUSAND American delegates to the convention of the Associated Advertising Clubs of the world, to be held in London in July, will sail from New York on three of the finest liners of the United States Shipping Board—the Republic, on July 2, the George Washington, on July 4, and the Leviathan, on July 5.

THE English are generally supposed to hold with bulldogs' teeth to old forms, especially in spelling; but a notable exception has just appeared, in the action of the editors of the *London Times* and *Mercury* approving and adopting a number of modernized spellings, which were recommended by the Society for Pure English. Such ac-

tion is sure to give hope to the British Simplified Spelling Society, as well as to the American Simplified Spelling Board (the latter, by the way, now being harbored at Emerson Hall, Cambridge University, Cambridge, Massachusetts).

DEATH has robbed *Engineering* of its editor, Dr. W. H. Maw, who held that position since its start in 1865. He died at Kensington, at the age of eighty-five. Aside from editorial work his activities included the designing and arranging of work shops. Among such were those of the *Daily Telegraph*, the old *Standard* and *Field and Queen*.

IT HAS been brought to light that the first two English patents were issued for printing devices. The first, dated March 2, 1617, was given to Aaron Rapburne and Roger Burgess for "making, describing, carving and graving in copper, brass, or other metal, all such and so many maps, plats, or descriptions of London, Westminster, Bristol, Norwich, Canterbury, Bath, Oxford and Cambridge, and to print, set forth and sell the same." The next, dated May 1, 1617, was given to Nicholas Hillyard, and is entitled "Printing Likenesses."

G. A. LEWCOCK, who has just been given a pension by the Printers' Pension Corporation, has a remarkable record of service with Spottiswoode, Ballantyne & Co. He joined the firm as a compositor in 1861, on completion of his apprenticeship, and retired on a pension granted by the directors in 1923, being presented with a gold watch and illuminated address by his colleagues. His retirement, however, did not put a stop to his activities as organizer and collector for the Printers' Pension Almshouses and Orphanage, a position he had filled for nearly fifty years, or on the committee of the South London Auxiliary. His services to various charities of Spottiswoode & Co. are too numerous to mention; and he had been for thirty years vice-chairman of the Surgical Appliance Committee of the Hospital Saturday Fund. He added entomology to his other interests, and was for some time secretary of the London Entomological Society. He enjoyed the unusual distinction of having seen and captured, on two separate occasions, specimens of locusts in England.

FRANCE

IN MAY the National Library had an exposition of very rare books, manuscripts and bindings.

A FRENCH writer supposes that the earliest abbreviations were I. H. S. (*Jesus Hominum Salvator*).

DEATH has claimed Auguste Keufer, secretary of the *Fédération du Livre*, member of the Consulting Committee of Arts

and Manufactures, and member of the *Conseil Supérieur du Travail*. He was a noted figure in the printing industry. The recent death of his son is believed to have affected him to the extent of breaking his health. He died at the age of seventy-three.

A NEW edition of the catalogue of the National Library is in contemplation. The previous edition, listing only the printed works, comprised seventy-seven volumes.

NOTED as the oldest French journalist, Amable Maille St. Prix, many years on the *Petit Journal*, died recently at Evry *Petit Bourg*, aged one hundred and three.

A PROSPECTUS for an exposition of the Graphic Arts and Book Industries, to be held in Paris next October, has been issued. If the program outlined is carried out it will be well worth attending.

THE record of a French book with the largest circulation is held, beyond question, by Henri Lesserre's work on "Loudres." It has reached nearly a million impressions.

THE Syndicate of Electrotypers and Steeotypers have announced an advance of fifteen per cent in the prices of their products. The typefounders also announce an advance in type and spacing material.

As a postscript to the item in last February's "Incidents" about the invention of the musical staff, it may be interesting to printers who beguile themselves with music to record that one Eisenwenger in 1838 proposed a staff of lines and spaces arranged as follows:

si	la sharp or si flat
la	sol sharp or la flat
sol	fa sharp or sol flat
fa	re sharp or fa flat
mi	do sharp or mi flat
re	do sharp or re flat

According to this plan the spaces represent the white keys on a piano or organ, while the lines represent the black keys.

GERMANY

A PATENT for a paper from which writing can be washed with soap and then rubbed dry with magnesia powder has been granted to Hardy Lichtner, of Glogau.

THE typecasters in the various foundries have demanded a twenty-five per cent increase in wage. In Berlin and Stuttgart they went out on strikes, while in Hamburg and Leipsic the foundries declared lockouts.

THE record of fifty years' running an elevator (for the Emil Gursch typefoundry at Berlin) gives distinction to Johannes Nickel, who recently celebrated his seventy-second birthday.

IT APPEARS to be assured that the Deutsche Bücherei at Leipsic will manage to continue its activities, which had been threatened by monetary difficulties. The

city of Leipsic will resume its monthly contribution of 2,000 gold marks, which will cover at least one-fifth of the operation costs.

THE railway management has set a date after which the use of bills of lading, freight bills, etc., differing in size from the new standards set for paper sizes will not be permissible.

THE Firma Fabriknorm at Berlin now announces its putting on the market filing cabinets fitted to accommodate letters, documents, etc., dimensioned according to the new standards for paper sizes adopted in Germany.

THE Technikum für Buchdrucker, a printing trade school at Leipsic-Reudnitz, at the end of March attained its twenty-fifth year of activity. It is probably the most efficient and best attended graphic trade school in Germany.

APRIL 17 was the one hundred and fiftieth anniversary of the birth of Friedrich König, inventor of the power press. He was born in Eisleben. In 1790 he became an apprentice of Breitkopf & Hartel, a printing office still prominent at Leipsic.

THE oldest fashion monthly, *Der Bazar*, which now appears in six languages, including the original German issue, has attained its seventieth year. A special jubilee supplement, printed by offset, accompanied the first number of the present year.

THE Association of Paper Dealers comes forward with a positive statement that its members for the most part have in stock or can furnish quickly any paper in the dimensions prescribed in the list of standardized sizes set up by the printing trades standardization committee.

THE author Gustav Freytag had a hobby of collecting old pamphlets pertaining to historical, cultural, literary and religious subjects, and assembled over six thousand of them. They were very helpful to him in his historical writings. An association of book lovers has now undertaken to reprint these pamphlets, which date mostly from the sixteenth and seventeenth centuries.

DENMARK

A CLOTHING dealer in Odense through a concession of ten per cent on purchases made by teachers obtained from them lists of pupils who were candidates for confirmation. To the parents of these he then sent circulars announcing that if they would purchase the children's confirmation outfits from him he would for 0.50 kroner include a songbook ornamented in gold and with the pupils' name stamped in gold (which ordinarily would cost 5.50 kroner). The Danish Book Dealers' Association got wind of this and had the dealer haled before court, on charges of unlawful competition. He was fined 70 kroner.

HOLLAND

IT HAS somehow or other escaped our attention that at Harlem last year was celebrated the five hundredth anniversary of the alleged discovery of printing by Laurens Coster (or Koster). The story goes that in 1423 Coster went with his children into the woods and while there cut letters out of wood for their amusement. While at it he conceived the idea of arranging them into

words, and subsequently evolved printing with movable letters. But Dr. H. Brugmans last year caused some excitement by an article in *De Amsterdamer*, in which he pointed out the fact that just in this year 1423, according to Harlem archives, the city had all the woods cut away, to protect the place from military attacks; therefore there were no woods in which Coster could promenade with his children, and his alleged invention could not date from 1423. The committee on celebration declared, however, that the date might be wrong, but the celebration would be in 1923.

BELGIUM

WITH headquarters at Brussels, a company has just been registered, under the title La Société Linotype Belge, to manufacture and sell composing and printing machinery in this country.

AUSTRIA

THE Mödling Pressbuilding Concern (formerly L. Kaiser's Söhne), of Mödling, near Vienna, now looks back upon seventy-five years of activity. It now has intimate connection with Koenig & Bauer, of Würzburg, Germany, the oldest similar concern in that country.

FINLAND

ONE of the most important paper mills of Finland, the Leppäkoski, has suspended payments. With a capital of 16,000,000 Finnish francs, it has debts of 37,000,000 Finnish francs. The failure is said to be due to a poor market. The mill has an annual capacity of 7,000 tons pulp, 6,000 tons paper and 3,000 tons sawed lumber.

RUSSIA

IT is reported that the Soviet Government has forbidden the export of rags.

THE importation of lead pencils during the present fiscal year, ending September 30, next, has been forbidden, because a factory at Moscow produces 20,000 gross monthly and meets all demands.

ACCORDING to a report of the Russian Central Commission for the Control of Trusts, before the combination of the paper mills, there were thirty-eight concerns with 19,163 workmen, and after combination thirty-six concerns with 15,368 workmen. The productivity increased from thirty per cent of capacity to seventy-four per cent of capacity.

AUSTRALIA

THE Melbourne *Argus* has on its staff two sets of employees of three generations. There is grandfather Campbell in the stereotyping department, father Campbell in the same department, and son Campbell in the addressing room. In the linotype department grandfather, father and son of the Meyers family work side by side. Until a few years ago the eldest of the Meyers was a leader in sports and athletics.

THE Victorian Master Printers' Association recently presented George Anderson with a magnificent astronomical telescope, made by a famous instrument maker. This carries the inscription that it was presented to Mr. Anderson as a mark of appreciation of valuable services which he rendered to the printing trade of Victoria, during his regency as president of this association from September 1, 1921, to August 31, 1923.

WHAT a pleasure as well as a relief to the eyes it is—after perusing various printing trade journals which are printed with extremely light-faced types on supercalendered papers, which require strong illumination to be read at all—to turn to *Wimble's Reminder*, a trade paper published at Sydney. Though printed on a highly glazed paper, it is easy to read, because it uses clean-cut faces, of good weight, both in reading matter and in advertising.

THERE was a mutiny of the police in Victoria in the latter part of 1923. On this occasion Melbourne papers had a very trying time. One day the disturbances became very acute, and when the mob took charge of the streets, looting shops and breaking windows, great anxiety was felt for the safety of the newspaper plants. In the *Argus* office trusty men were brought in and assigned to stations at danger points after barricades had been erected. Fire hose was laid out to the entrances and men were left on duty all the night. A constant scrutiny was made of all visitors, as threats had been made against the newspapers. Steps were taken to enroll special constables and 120 employees of the *Argus* and *Australian* volunteered. The big Saturday and Sunday issues came out as usual, giving reports of the lawless proceedings with other news.

NEW ZEALAND

THE proprietors of the *Wellington Evening Post* expect to spend no less than £100,000 during this year on new premises and equipment.

JAMES ABERNATHY, after being with the Otago Daily Times and Witness Newspapers Company, of Dunedin, forty-six years, has retired and removed to Wellington.

THERE are in New Zealand at present 297 publications on the Register of Newspapers. Of these, 61 are dailies—18 morning and 43 evening; 24 are triweeklies and 30 semi-weeklies; 1 is published every ten days, 8 every two weeks and 103 monthly.

THE Government Printing Office has put on the retired list, with pensions, the following: G. N. Sturtevant, overseer of the photo-litho branch, 41 years' service; W. L. Gibson, overseer of the bills room, 41 years' service; Miss A. H. O'Malley, overseer of girls, 34 years' service; H. B. Mason, compositor, 23 years' service; Arthur Desmond, compositor, 20 years' service; F. H. Martin compositor, 19 years' service.

INDIA

A STALWART journalist of Calcutta, in the person of Babu Panchcowrie Banerjee, died recently. He was a life-long devotee of Bengalese literature.

IF A new press law in contemplation is enacted it is feared the sacred right of free expression will be reduced to a nullity in Baroda. The new law is designed to replace one already in effect, which was drastic and obnoxious enough, in the opinion of Indian journalists.

SOUTH AFRICA

ALFRED DENIS SKEA, technical manager of the Government Printing Works, died at Pretoria, on March 1, at the age of fifty. He had been connected with this plant since 1900.

New Judd & Detweiler Facilities

By C. M. LITTELJOHN

SPREADING over nearly an acre of floor space, its new wing joined to the older building, the Judd & Detweiler plant at the national capital is a printing structure that has successfully harnessed daylight, furnishing an abundance of fresh air and sunshine for its more than two hundred and fifty workers, and housing an imposing array of mechanical equipment, composing machines, presses, jobbers, folders, stitchers, and devices such as form conveyors and mechanical overlay processes. With the addition of the new wing, recently completed and equipped, the plant represents an investment well over a half million dollars and covers over forty-three thousand feet of floor space. Designed by Arthur B. Heaton, of Washington, D. C., this three-story building has been constructed of trussed steel and cement, with an attractive hard burned red brick exterior and an interior of pure white enamel.

Workers on all floors are busily engaged in their various specialized occupations without the aid of artificial light, save on the darkest days, when only a few lights are necessary in the center of the room. Floors are kept clear from obstructions or papers, for the ready handling of stock and the product in course of completion. Within this attractive building is produced some of the most representative publication work in the country. Here the *National Geographic Magazine* is printed each month, nearly a million copies being turned out of this publication alone. In addition to this, Judd & Detweiler have many other periodical contracts and print other magazines, important legal briefs and documents.

One of the outstanding features of the establishment, which is a tribute to the genius of George H. Judd, president of the company, is the arrangement of the machinery so that through an orderly process each worker fills his sphere without lost motion or duplication of effort. The printing of the magazine proceeds from its initial stages on the top floor, where the type is set, to the actual printing on the second floor; thence to the folding and binding division on the first floor, and from there it is taken to the trucks waiting in the driveway. So convenient is the arrangement that there is no "back-tracking" in the entire establishment. The work starts when the seventeen linotype machines on the third floor are placed into operation, proceeds in a progressive movement to the large Miehle and U.P.M. presses on the second floor, and is finished on the first floor. When the *National Geographic Magazine* is ready for mailing and shipment a clerk from the United States postoffice takes his position on the first floor near the door communicating with the driveway and sees that all requirements of the postoffice are satisfied. It is therefore unnecessary for the thirty-two tons of *Geographic* magazines to enter the post-office at Washington.

The plant is ideally situated for the character of the output. Away from the hustle and bustle of the city, at the corner of Florida avenue and Eckington place, the workers are free from outside distractions. As its field is distinctly the publi-

cation of the highest-grade magazines, another location than a busy street or corner had to be sought. No better spot could have been decided upon than the one chosen, a short distance from the Baltimore & Ohio Railroad, as this railroad is used almost exclusively for starting the publications on their way to every State in the Union.

Every day and night tons of printing are turned out of this large plant. With the voices of the Miehles, the Cottrells, the Hoes, the Chandler & Prices, and other presses, all joined in unison, a chorus of many tongues may be heard at any time.



Home of Judd & Detweiler, Incorporated, Washington, D. C.
The new addition to the building can be seen at the left.

In the original wing of the plant is the battery of linotype machines, which are ranged on the third floor in two ranks. One of the novel features of this battery of linotype machines is their arrangement, credit for which is due Mr. Judd. By having one rank of the machines at right angles to the windows so that the light comes from the right of the operator, instead of over his left shoulder, a lighting facility is afforded that is unique and is flush on the keyboards of the machines. In no other plant coming to the attention of Mr. Judd in his more than fifty years of experience as a practical and employing printer has this same plan been worked out.

Between the two rows of composing machines is a convenient lane, the metal pots of the machines being along this, and each worker's machine is readily visible to the foreman. The placing of the metal pots in this manner instead of on the other side has proved to be a great convenience, and each operator has been enabled to have more light and more freedom for handling his own work unmolested and unobserved. No operator is distracted by seeing the operator in front or in back of him, as in the center of the alley, which is about eight feet wide between the two rows of linotype machines, banks with galleys of type separate the two rows of machinery. At one end of this battery is the proofroom, up a few steps, and the eyes of these critical observers are preserved from unnecessary strain, as artificial light is never necessary.

On the same floor with the typesetting machines used for the *Geographic* are machines for miscellaneous publications. There are two vertical Miehles, two Chandler & Price presses, one Golding and one Colt's Armory on one side of the room near the windows, while on the other side are other flat-bed

presses as well as equipment for the speedy and efficient handling of this end of the business. All the cylinder presses of the establishment are equipped with automatic feeders. There are no hand-fed presses in the establishment. From the third floor there is an elevator service communicating with the lower



George H. Judd

tiers, as well as spiral staircases which give greater spaciousness to the building and are readily accessible for the use of workers.

Thick columns on the second floor support the weight of the machinery above. Steel lockers of a green color are provided on a mezzanine floor for the printers' clothes. Among the machines are the large U.P.M.'s, printing sixty-four pages of the *National Geographic Magazine* at one time, thirty-two pages to each side. Hoe drums and large and small Cottrells are placed near the windows, so that the operators have ample light. On this floor also may be noted the space in the center for handling the unfinished work from the third floor and from the foundry, as well as the finished product of the second floor. Seven double-sixteen Dexters, Cleveland folders, Simplex and the large and small Dexter jobbers make up the equipment on the first floor.

The equipment of the plant consists approximately of three 00 Miehles, one two-color, two No. 3 Miehles, two Hoe drums, two Miehle verticals, two 10 by 15 Chandler & Prices, one Golding, one Miehle Perfector, one Colt's Armory, three U.P.M.'s, two large Cottrells, twelve small Cottrells, two Sterling cover presses, seven double-sixteen Dexters, two Cleveland folders, two Dexter jobbers (large), one Dexter jobber (small), one Simplex, two automatic stitchers, two Juengst gathering machines, three Oswego cutters, two large cutters, and other miscellaneous machinery and new inventions and devices for saving labor in the print shop.

No mention of this large plant would be complete without further reference to Mr. Judd, who has built up the firm from a small printing plant to its present standing. He has many well developed and unique policies which he has placed in operation in his plant and which are doubtless responsible in large measure for its success. He is one of the outstanding

financiers of the national capital, heading a million-dollar financial organization of that city. He is a director of another local banking institution, a leader in the Washington Typothetae, and takes a great interest in fraternal and civic progress. Besides the knowledge he has of the printing industry gained in his half century of service, he has the truly Franklinesque characteristic of being interested in other matters, and of zealously fulfilling his duty of citizenship in the national capital.

IMPORTANT FIRST DATES IN PRINTING HISTORY

From a Compilation by W. M. Ivins, Jr.

- 1418.—First dated wood cut: The Virgin, Brussels.
- 1446.—First dated engravings: The Passion, Berlin.
- 1454.—First dated printing from movable type: Papal Indulgentia, November 12, 1454, probably printed at Mainz.
- 1457.—First dated book printed from movable type: Psalter, Mainz. It is also the first book giving the name of the printers, Fust and Schoeffer.
- 1461.—First dated book with wood cut illustrations: Boner's Edelstein, Bamberg, Pfister.
- 1463.—First title page: Papal Bull, Fust and Schoeffer, Mainz.
- 1464.—First book in Roman type: Probably Durandus' Rationale, Strassburg.
- 1465.—First book in Greek type: Lactantius, Sweynheim and Pannartz, Subiaco.
- 1470.—First dated title page, use of head lines and numbering of sheets: ther Hoernen, Cologne.
- 1472.—First signature marks: Koelhoff, Cologne.
- 1476.—First decorated title page; also the first to give name of author, title, place, printer and publisher and date: Ratdolt, Lōslein and Maler, Venice.
- 1477.—First dated book with engraved illustrations: Laurentii, Florence.
- 1478.—First dated book with engraved maps signed: Buckinck, Rome.
- 1485.—First dated book with colored illustrations: Ratdolt, Venice.
- 1486.—First dated book with signed wood cuts; also first book with folded plates: Breydenbach's Peregrinations, Mainz.
- 1495.—First music printed from type: De Worde, Westminster.
- 1501.—First book printed in italic: Virgil, Aldus, Venice.
- 1512.—First engraved title page: Florence.
- 1517.—First engraved title vignette: Marc Antonio, Rome.
- 1643.—First dated mezzotint: Ludwig von Siegen.
- 1797.—First lithograph: Alois Senefelder, Munich.

WHAT IS CHEAP PRINTING?

From "The Hell Box"

The fundamentals of printing practice are fairly well standardized throughout the country, and every shop follows the same general procedure in the production of printed matter. If all movements of a printing plant are so similar, what then causes such a variance at times in estimates and costs? Yet there are invisible reasons for these added costs, which give visible evidence of themselves when the job is delivered. Quality printing means that the printer has trained his men—compositors, pressmen, binders, cutters—that good work takes time, and that their craftsmanship must never suffer because of production schedules. Good paper and clean-faced type are requisites of good printing, but even these may present a distasteful picture to the eye if poor workmanship is responsible for unbalanced type faces, poor register of color plates, lack of makeready, or uneven binding and cutting. Yes, "cheap printing" is poor printing. There can be no other consistent answer.



This department is designed particularly for the review of technical publications pertaining to the printing industry. The Inland Printer Company will receive and transmit orders for any book or publication. A list of technical books kept in stock will be found in our catalogue, a copy of which will be sent upon request.

"The Alphabet of Rhetoric"

"Intended as a familiar companion for all that care to speak and write correctly," this book will prove of immense value to writers, editorial workers and proofreaders, and is the kind of book they often find occasion to use for study and reference. At first glance this reviewer made the complaint that there was no index and that such a book was useless without one, but we soon learned that the significance of the title had escaped us and that the book was, in fact, all index. Beginning with the article "a" and ending with the word "zeugma" it contains valuable suggestions in grammar and rhetoric. It was received in this office when there was some discussion regarding participial constructions, and the five pages devoted to this subject convincingly explained why a puzzling sentence was incorrect.

In his preface the author refers to the pitfalls in the English language and modestly says he wishes the reader to look upon the book not as an authority but as a reminder written by a fellow student. A chapter entitled "The Art of Elocution" touches upon the principles of oratory and contains suggestions for those who may be called upon to make speeches in public at some time or other.

"The Alphabet of Rhetoric," by Rossiter Johnson; 368 pages; cloth. Published by D. Appleton & Co., New York. Copies may be ordered through The Inland Printer Company.

"Factory Management"

When a printing business has grown into the size and proportions of a great manufacturing plant, the principles of successful factory management must be put into operation if smooth and economical production is to be achieved. An enlightening book that deals with the subject of modern factory management has been brought out by Henry Post Dutton, Associate Professor of Factory Management, Northwestern University. In this volume it has been the author's purpose to give as nearly as might be a balanced description of the operation of the various departments of the factory, to show their relation to one another and their problems as part of the greater problem of coördinating all activities of the organization toward accomplishment of the single general purpose.

"Factory Management," by Henry Post Dutton, B. E. E.; illustrated; 329 pages; cloth. Published by The Macmillan Company, New York.

"The Art of Lettering"

The impartial observer who studies conditions in the printing industry finds that there is a growing number of printing craftsmen today who do not consider it necessary to perfect themselves in anything except that which has an immediate bearing upon their own individual job. The result is that the printer's niche is whittled down more and more, sapping his initiative and transforming him into something very like an automaton. This condition, of course, does not hold true in the small-town shops where the printer must needs be a many-

sided craftsman, capable of doing every job, from running a linotype machine and repairing a motor to editing the weekly paper or binding a book.

The hope for advancement for the printing craftsman becomes more and more a matter of the individual's striving to *learn* more so that he can *earn* more. In addition to his own work, what else should he study? THE INLAND PRINTER has held that printers should make an intensive study of the advertising business; it has urged typographers to become conversant with the power of good display, the effectiveness of color in printed sales literature, and with the known values of specific type faces used in commercial printing. One avenue that will lead printing craftsmen to a finer appreciation of type faces and a more intelligent handling of type is the study and practice of hand lettering. At first blush this notion may be scouted by men in the composing room, but the idea is basically sound. The printer who has the ability to draw up a dummy and neatly hand-letter the title pages, headings and initial letters, stands a better chance of selling his idea for a booklet, folder, or brochure, than the one who can submit merely a "rough idea" of what the finished product will be like. Lettering a dummy is much less expensive than completely setting a job before submitting it to a prospective buyer—a procedure which Mr. McCarthy suggests and demonstrates in his article elsewhere in this issue.

The art of lettering comprises much more than a knowledge of letter forms and the ability to execute them. The man who practices hand-lettering will find himself becoming absorbed in the "fine points" of typography. We do not urge printers to quit their jobs and enroll in an art school giving instruction in lettering, but we think that those craftsmen who believe that the ability to letter skilfully is a desirable accomplishment should procure a copy of Carl Lars Svensen's book which has just issued from the press. This volume deals intelligently and comprehensively with the subject of lettering.

"The Art of Lettering," by Carl Lars Svensen, illustrated with ninety-six full-page plates; 136 pages, 8 by 11 inches; cloth. Published by D. Van Nostrand Company, New York. Copies may be ordered through The Inland Printer Company.

"The Principles of Journalism"

If you were to throw a stone into a gathering of newspaper editorial writers, the chances are about ten to one that it would land on a preacher. There is something about the calling of the newspaper commentator that demands the talent and instincts of a crusader of the Gospel. It so happens that many men who drift into the editorial chairs of our great dailies have been "cut out" to be preachers, formerly were in the ministry, or would at present be engaged in that vocation but for the belief that editorial work affords larger audiences and greater freedom for the expression of views on religion, philosophy and ethics. The editorial chair is the ideal position for "the man with a mission" who desires to wield large influence in the community. Editorial writers and ministers of the

Gospel have this in common: they strive to be the leaders in thought, builders of intelligent popular opinion, and generators of healthy public morality. From a given set of facts based on the news events of the day they deduce certain opinions and conclusions that should govern the conduct of their fellow citizens. Thus those men, fitted by training and temperament to mold public opinion, are not infrequently looked upon by hard-headed business men as impractical idealists. The balanced temperament is said to be embodied in the man whose "head is above the clouds but whose feet are on the ground."

One man in the limelight who seems to fit into the formula for the "balanced temperament" is Casper S. Yost, editorial writer of the St. Louis *Globe-Democrat*, who has just brought out a book entitled "The Principles of Journalism." In this scholarly work Mr. Yost has formulated and defined the fundamental principles of journalism. Certain newspaper men, whose conception of the newspaper business is simply that of a money-making enterprise, will look upon Mr. Yost's definition of the primary function of journalism as altogether too visionary. "The primary function of journalism is public service," asserts the author. "The primary duty of journalism is the publication of news that contributes to public service, through the dissemination of actual knowledge of public affairs, of public events, and the principles and motives which actuate them; and through the distribution of information of substance and value which is helpful to the individual in his daily life and in his judgment and activities as a citizen. But, in this dissemination, news whose chief interest is entertainment serves a useful purpose in drawing readers who would not be otherwise attracted to the news of real significance. Used with discrimination it is valuable as a means to an end, but it is subordinate, not a principal."

Mr. Yost carefully examines the standards by which his profession should be governed, and its aims and ideals. From his own mature experience and his conception of general experience he assembles material from which to derive concrete expression of the primary principles of the profession. He first discusses the origins and purposes of the newspaper, then defines the characteristics of a successful one, investigates the news element and its handling, describes the editorial expression of a newspaper's personality, and the responsibility and policy of the editors.

"The Principles of Journalism," by Casper S. Yost; 168 pages; cloth. Published by D. Appleton & Co., New York. Copies may be ordered through The Inland Printer Company.

Medici Society of London Sends Out Handsome Catalogue of Books

"One of the most puzzling characteristics of the average lover of literature is the complaisance with which he accepts inferior printing or, at best, inadequate printing," writes Holbrook Jackson, in the introduction to the "Catalogue Raisonné of Books Printed at the Curwen Press, 1920-1923," which has been issued by the Medici Society of London, England. Mr. Holbrook discusses the fact that the fine printing of fine books has long since been the affair of certain private presses whose products were the big game of the auction room and could only be hunted by collectors armed with long purses.

"Good printing is at length being carried out where it should be, and where, indeed, William Morris himself hoped ultimately it would be, namely, in the legitimate printing offices," this observer points out, but qualifies this by saying that this is not yet true in every case. It is true, however, in an encouraging number of printing houses, which will increase with the demand for the better printed and produced book—the appropriate expression of a piece of writing in terms of type, ink, paper, printing and binding.

A limited edition of four hundred copies of the "Catalogue Raisonné" was issued. Book lovers who desire to pro-

cure copies of this very handsomely printed and neatly bound catalogue may do so by communicating with the Medici Society, Limited, 7 Grafton street, London, W. 1, England.

"Light and Color in Advertising and Merchandising"

Color is playing an increasingly important part in the field of advertising. To such an extent, indeed, is the value of color being recognized, it behooves every one engaged in any phase of advertising to have a clear understanding of the principles underlying the use of color.

As director of the Laboratory of Applied Science, National Lamp Works of General Electric Company, and author of "Color and Its Applications," "The Language of Color," "Light and Shade and Their Applications," and other works, M. Luckiesh requires no introduction as an authority. His latest contribution to the literature of color will be welcomed by all students of that art, and by all who are seeking to increase their knowledge of strengthening the appeal of advertising through the proper use of color.

To quote from the preface in "Light and Color in Advertising and Merchandising": "The author has attempted to analyze light and color as potentialities in advertising and in merchandising, basing his discussions on years of observation and research. The final word has not been written in these chapters; indeed, this volume is but a systematic beginning.

Tedious technical details have been subordinated in favor of popular treatment so that this volume would be practicable, helpful and interesting to the general reader, the advertising specialist, the commercial artist, the color printer, the merchandiser, the interior decorator, the lighting specialist, the architect, the manufacturer, and to others who deal with light and color as expressive media."

"Light and Color in Advertising and Merchandising," by M. Luckiesh; published by D. Van Nostrand Company, New York; cloth; 268 pages; with numerous illustrations in colors. May be ordered through The Inland Printer Company.

"Flowers From Memory's Garden"

Reviewed by Martin Heir

This is the somewhat flowery (translated) title of a book of reminiscences by Oscar L. Isaacson, of Gothenburg, Sweden, published in commemoration of the author's fiftieth anniversary as a printer. It describes the trials and tribulations of the Swedish printer's devil between 1880 and 1890, when the tramp printer was the rule rather than the exception, and the hip bottle was more common than the composing rule, the period some printers even now call the "good old times." As the author himself puts it: "To illustrate the tendency of the times I may mention a case I observed in a printing office in a certain city where the consumption of liquor was actually organized; a buffet was provided for the purpose where every employee had his quart from which he could take his 'nip' whenever he so desired." The book is interestingly written, and as a leaf out of the history of a period in the development of printing that, happily, has passed, it is a gem.

The book is printed in the author's own print shop, and is a masterpiece in book printing. It is set in a ten-point type somewhat resembling Bodoni bold, twenty picas wide, and printed on cream-colored Dutch hand-made paper with wide margins, decorated with numerous head-bands and initials. It is bound in boards with pigskin covering ornamented in gold.

"Flowers From Memory's Garden," by Oscar L. Isaacson; 80 pages. A numbered edition of 265 copies was printed. This book may be obtained from Oscar L. Isaacson, Smedjegatan 3, Gothenburg, Sweden.

HAVE FAITH IN YOUR FELLOWMEN

Trust men and they will be true to you; trust them greatly and they will show themselves great.—Emerson.

Building a Printing Business on Creative Service

By GEORGE O. McCARTHY

In this article a resourceful practical printer working in a small-city shop tells how he increased the jobwork business of his plant, and submits examples of work which he actually created and sold to local merchants. While the points stressed by Mr. McCarthy particularly apply to small-town printing houses, the suggestions offered are equally adaptable for printers in larger cities.—Editor.



O convince a jury a number of witnesses are called, who tell practically the same story — in a different way. In an effort to convince a printer how to get more business many arguments have been advanced; many facts have been presented. In summing up all the facts presented, we find that the evidence proves beyond a doubt that creative service will increase printing production; it will bring more dollars-and-cents returns than can the best salesman a print shop could employ.

Here is an illustration: If I were to solicit the average small-town merchant for a blotter, simply by telling him "how it would look" when finished, he would get only the theory, and the sketchings and explanation would present a poor sales argument; but if I spend the same amount of time in getting up a finished proof, I can sell him in less than ten minutes. What better service can a printer offer his local merchants than this? It saves lots of time for both, and the merchant knows and sees what he is getting before it is run on the press. This blotter idea is only an example. The same idea applies to mailing cards,

announcement of some sort, and would seldom think of an illustration until I had failed to make a sale. Then I began to look at advertising from the standpoint of an outsider, and studied the different classes of work as well as styles that would appeal to certain customers. I learned that by using apt illustrations half the battle in selling was won.

Fig. 1 is a design for a combination blotter-mailing card. After making a finished proof I colored the parrot by applying

“Our Service Talks!”

EITHER 2677

Your appearance tells the story. Don't look shabby! Keep your clothes in good shape by sending them to us. Our modern equipment and master workmen enables us to give prompt and efficient service. Take no chances with amateurs! *Parcel post charges paid one way on all out-of-town work. A trial convinces!*

SABERSON CLEANING COMPANY, Inc.
Master Dyers and Cleaners 507 Pearl Street, Sioux City, Iowa

FIG. 1.



You are cordially invited to inspect our beautiful spring exhibition of high-class Rugs comprising Axminsters - Tapestry Brussels Body Brussels - Velvets Wiltons now on display

REIFERT'S
Hartington

FIG. 2.

folders, greeting cards, stationery, and any kind of printing that can be used with profit.

I have been engaged in creative printing service for years, and in many shops where the idea has been put into effect it has produced more business than a printer ever thought possible in such small cities. Anything a printer can do to help his customers pull more business is real service. The creative plan has proved to be a real producer of results both for the printer and for the customer. When I first began this line of work I spent a lot of time composing what I termed perfectly spaced type designs, in the colonial style. I would use all the small caps. and italics available, letter spacing the small caps. in composing a mailing card, a folder, or an

green bronze to the cut before it dried. I used a touch of red bronze to add life, applying it to the head and tail. Here is the sales talk for this design: "By placing these four-color mailing cards in show cases and in windows, and by mailing some to persons you are anxious to serve, you will get the attention of the prospects, and we feel sure the cards will add new names to your list of customers. The blotters can be placed in parked cars, and they are sure to render a service to the persons who receive them. Naturally your message will be read by many people in the country, and the rural route makes it possible for you to render service to the farmer which is equal to that given your city customers. We suggest

Are YOU Going to Make Wash Day a Pleasure or a Misery This Summer?

Why "tie yourself down" to a washtub when you can buy an Electric Washing Machine that will eliminate all the hard labor? We have a machine to suit any size home at a price to suit any purse!

Ask for free demonstration today

Anderson Hardware Co.
Coleridge, Nebraska Labor-Saving Appliances Hardware Headquarters

FIG. 3.

Cheer Up!

Hard times are not coming; it's soft times leaving

We're selling Columbia Phonographs at pre-war prices. Come in and hear the latest records. W. H. Pohle, The Leading Jeweler



FIG. 4.

that you permit us to distribute some of the blotters here in our city where master cleaners are 'scarce.'

As the blotter and mailing card was shown in a finished state, technical talk as to how it would look when finished was unnecessary. I simply talked service. Had I approached this man with a "layout" my first effort would have been along technical lines and his mind would have been so muddled it would have been almost impossible for me to make a sale, and, if I did succeed, think of the time consumed!

Fig. 2 is an invitation to inspect a spring line of rugs. I noticed the dealer's window display, also his newspaper advertisement, so I arranged the invitation and took a finished proof on the stock blotter with illustration lithographed in colors which I intended using for the job. Here's the sales talk: "There's nothing that will appeal to a woman more than a personal invitation to call and inspect your spring rugs. It will be a good follow-up for your newspaper advertising, but I advise you to get away from the advertising idea as far as possible in mailing these invitations. I would suggest that they be mailed under two-cent postage, addressed in feminine

to your salesmanship to do the rest." We had sold the local washing machine dealer one hundred Easter cards the previous day, and the quarter-page newspaper advertisement made it profitable after all. The local dealer knew from past experience that some dealer would use blotters and mailing cards of the design submitted.

An Easter card order was secured in the same manner, the talk to the customer being as follows: "I want you to understand that an Easter greeting card is not an advertisement, speaking from a strictly business standpoint, but any kind of a greeting card is a good-will producer, and I think you will agree with me that good will is a mighty fine business asset." The prospective customer gave me an order for a supply of cards to send to his clients. Another case of creating

the demand — and then supplying it. If you have cuts of local people, make up some well printed proofs, and during spare time compose greeting cards and submit proofs.

Fig. 4 was a combination blotter-mailing card. We passed the jeweler's store and noticed something similar in his window. It was a stock card without any illustration, and we learned that the jeweler had received only a limited number. In submitting a finished proof we used the following letter: "The more I read the sentiment in your window the more it impresses me that the message should have a general circulation. You can do a lot of boosting by having us distribute a thousand or more of the small blotters, and by letting us print some mailing cards to send to distant prospective customers. We believe the increase in record sales alone will justify the small expenditure and also keep the public informed that you are continuing the sales service in this territory for Columbia phonographs. The illustration adds more humor to this design, we believe, than if it had been omitted. We're not criticizing the card in the window, but leave it to your own good judgment which you think will get the most attention." All he said

Examination and Consultation by Appointment
Telephone 329

P. H. Gillespie
Doctor of Optometry

Guaranteed Service
North Broadway

Hartington, Nebr



FIG. 5-A.

Have your eyes carefully examined with the latest instrument [Wolf Ski-Optometer] and correct glasses prescribed by

P. H. GILLESPIE
DOCTOR OF OPTOMETRY
(Registered Optometrist)

MORRIS BUILDING, HARTINGTON, NEBRASKA

Your eyes need attention, if your vision is blurred, or have headaches and pains in or over the eyes.
Remember your eyes are the most important organs of the body.
DO NOT NEGLECT THEM



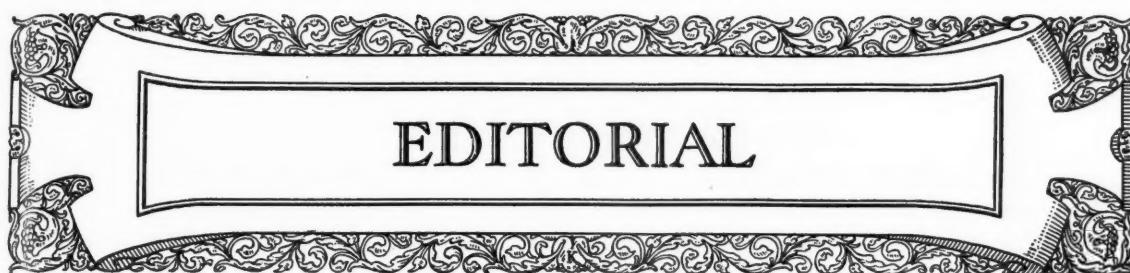
FIG. 5-B.

after our letter was read was "I'll take one thousand and distribute them myself." Don't weaken just because some of your local dealers receive literature from the manufacturers, but get up something that will appeal to the home dealer.

Some time ago a doctor of optometry bought out a practice here. I submitted to him a business card (Fig. 5-A), and he showed me a box of cards he had just received from another printer (shown as Fig. 5-B). The card I submitted appealed to him, so I suggested that he allow me to distribute the cards he already had on hand, in our usual way, as they were not bringing any results in the box. The next thing was the price, which he said was rather high. "Well, it's only a question as to how you look at it. Would you be willing to pay three cents to gain a prospective patient's good will and confidence? I'm selling service as well as the printed word." I secured an order which was profitable to both of us.

handwriting, and that they be enclosed in green tone Onyx repoussé envelopes, like the sample." A good order was secured in less than ten minutes. Here you should consider the gain in time, as well as other details in consultation talk. Could an invitation be sold as quickly with a layout or by a solicitor? It was simply a matter of creating a demand — and then supplying it.

Fig. 3 is a design for a small mailing card and blotter. I failed to sell the local dealer, but that same day he inserted an advertisement for his washing machines — a writing service rendered by the editor. I simply changed the signature at the bottom of the blotter and sold it to several near-by dealers. Here's the sales talk on this design: "The picture on this blotter tells a more graphic story than could be told in a million words; it will make the 'old man' think and the tired housewife talk; it will bring inquirers to your store; then it's up



THE use of advertising literature by banking institutions has grown rapidly in recent years, and it is safe to say that no more constructive form of advertising is being issued today than that emanating from the banks of the country. One of the soundest pieces of advice we have seen in some time appears on the back page of a little folder recently issued by a Chicago bank, the Central Trust Company of Illinois. It is constructive advertising in its best form. Applicable to the individual just as the principles propounded are applicable to the business institution, it carries a message that should receive a careful reading. We quote: "The fact that the human body — your money-earning machine — wears out in a given number of years makes it 'good business' to depreciate that machine, just as the manufacturer depreciates the machinery in his plant. You know how many years your 'machine' has been running, and how many more years it may be expected to produce. Measured by this remaining 'production period' of your life, you know how much money *you ought to set aside* each year in *dividends* — to be certain that at the proper time these dividends will earn what your body earns now. Set up dividends as an item in *your* fixed charges — and set aside, each time income is received, the proper amount in your special dividend account."

The Report of the N. E. A. Advertising Committee

As we reach the time for closing this issue of THE INLAND PRINTER we receive an advance copy of the report of the Advertising Committee, presented at the thirty-ninth annual convention of the National Editorial Association during the sessions held at Oklahoma City on May 23. Every country weekly publisher should make it a point to secure a copy of this report and give it careful study. It is of vital importance, as it presents facts and figures regarding advertising rates, prepared after careful and exhaustive analysis, and shows clearly the necessity of watching every detail of cost.

In a summary of composition cost covering a ten-year period there is shown an increase from 6.4 cents to 11.8 cents an inch in the cost of advertising composition. The rates recommended in the N. E. A. schedule range from 25 cents an inch for circulation of 500 or under, to 51 cents an inch for circulation of 3,500. It will readily be seen that the difference of 13.2 cents between the cost of composition and the lowest recommended rate of 25 cents does not allow any too much to cover the other necessary expenses and leave a profit for the publisher.

It is brought out very clearly that every publisher owes it to his community to see that his paper is making money, because a paper that is not making money can

not serve its community adequately. So, in summing up the report, one of the points the committee stresses is: "Adopt an advertising rate that will absorb not only the composition cost but also the many other items of cost, editorial and mechanical, and in addition provide a profit for the publisher."

In closing the report emphasis is placed on the statement: "The publisher who is giving real, constructive advertising service, who studies his advertisers' problems and helps them prepare the kind of copy that sells goods is entitled to a profitable rate and will experience no difficulty in getting it."

Present-Day Standards of Publishing Demand Free and Untrammeled Editorial Policy

We were inclined to feel somewhat peeved when we read some statements published in the *Quarterly Bulletin* of the Franklin Printers' Service, dated April 1, 1924. These statements appear in an article, or editorial, on the first page under the heading "The Only Publication for the Printing Trade Supported by Subscriptions Alone." We quote the following:

" . . . The Franklin Printers' Service remains free and untrammeled in operation, because it is not necessary to protect the interests of advertisers; no bias is evident. Opinion of the editors is paramount, and there is no fear that there will be any 'treading on toes' of people who indirectly pay their salaries. Then, too, the editors have reserved to them the wonderful privilege of mentioning, without cost, such items as may be of considerable advertising value, but which at the same time are of vast interest to the printing and publishing trades. This does not intimate in the slightest degree that any other trade journal of the printing craft is so influenced, for, as a matter of fact, printing trade papers are singularly free from domination in policy by their advertisers.

" Thus there has arisen in the editorial offices of the Service a condition which has long been described as ideal for editorial workers, who are so often kept in virtual bondage to the people who fill the advertising columns. Only in rare instances throughout this favored land are editors permitted to 'sling their pens' without any sort of dictation — whether in the form of positive orders or 'suggestions.' If it isn't business, it's politics; if it isn't politics, it's the pet hobbies or personal animosities or peculiarities of thought of the 'boss' — the man who owns the paper — and it behooves most editorial writers to watch their step."

There is a lot of truth in the foregoing statements, but we are glad to notice that some of the sting is taken off by excepting the journals devoted to the printing

trade, as we are certain that all the papers in this field keep their editorial departments free from domination of any character. This has been the policy of THE INLAND PRINTER, and the editor is happy to be classed among those favored few who are left free to use their own judgment without dictation from any source. There are cases on record where advertising contracts have been rejected by this journal merely because the advertiser endeavored to inject terms that would dictate editorial policy. Happily, these cases have been few and far between. Advertisers today — at least the majority of them — recognize the fact that if a journal is to be of real service to its field the publishers must be left free to dictate their own editorial policy. They also realize that a journal that does insist on maintaining an unrestricted editorial policy is usually the most valuable medium of publicity. This applies just as strongly to newspapers as it does to trade journals or business papers. (Incidentally we might inject here the statement that the term "trade paper" is now out of date and is fast being replaced by "business paper" or "industrial journal.")

Evidence of the attitude being taken toward publishers who maintain a high standard in their editorial policies is not lacking. Witness the revised standards of practice recently adopted by the National Industrial Advertisers' Association which follow:

FOR BUYERS OF INDUSTRIAL ADVERTISING

- 1.—To encourage constructive and affirmative advertising, avoiding generalities and space-filling matter.
- 2.—To give a courteous audience to representatives of legitimate advertising mediums.
- 3.—To give due consideration to those mediums whose circulation methods and general standards conform to modern practice.
- 4.—To recognize the modern business paper as a force in the industry.
- 5.—To refrain from undue or unfair pressure to secure free puffs, writeups, etc.
- 6.—To coöperate with all forces which make for truthful, constructive and resultful advertising.

FOR BUSINESS PAPER PUBLISHERS

- 1.—To consider first the interest of the subscriber.
- 2.—To subscribe to, and work for, truth and honesty in all departments.
- 3.—To eliminate, in so far as possible, his personal opinions from his news columns, but to be a leader of thought in his editorial columns, and to make his criticism constructive.
- 4.—To refuse to publish puffs, free reading notices or paid writeups, to keep his reading columns independent of advertising considerations; and to measure all news by this standard: "Is it real news?"
- 5.—To decline any advertisement which has a tendency to mislead or which does not conform to business integrity.
- 6.—To solicit subscriptions and advertising solely upon the merits of the publication.
- 7.—To supply advertisers with full information regarding character and extent of circulation, including detailed circulation statements subject to proper and authentic verification.
- 8.—To coöperate with all organizations and individuals engaged in creative advertising work.
- 9.—To avoid unfair competition.
- 10.—To determine what is the highest and largest function of the field which he serves, and then to strive in every legitimate way to promote that function.

The foregoing standards of practice, be it understood, have been adopted by the advertisers themselves. The publishers, through their organization, the Associated Business Papers, have adopted similar standards.

If further evidence of the lack of dictation of editorial policy by outside interests is necessary, it can be found in the postal requirements governing second-class matter, which demand that there be no connection between matter appearing in the reading pages and that in the advertising pages; that the publisher receive no remuneration of any character, either actual or implied, for any matter used in the reading pages; and that all matter appearing in the reading pages must be free from anything of a promotional character.

Recent years have brought a great change in the attitude toward publications of almost every character. It is becoming recognized more and more that in order to be a leader in its field, or to serve its field effectively, a publication must be free to exercise its own judgment, and its editors must be free from dictation or domination of any nature from any source.

A newspaper or journal is of value as a medium of publicity only to the extent that it is of value to its readers as a medium of information.

Knowledge of Cost Puts Competition on Better Basis

In announcing the development of a new plan for the conduct of cost-accounting activities within individual industries, E. W. McCullough, manager of the Department of Manufacture of the Chamber of Commerce of the United States, made the following statement: "It is of importance that the members of any manufacturing industry develop cost-accounting principles which when applied by individual members of the industry will result in correct costs. Where there is an adequate knowledge of cost, competition is on a better informed basis, and all parties at interest — the manufacturer, his customers and his employees — gain. Heretofore activities within trade associations in connection with cost accounting have been carried on without a background of experience, and with no time-tested plan available that will make success certain."

We would place especial emphasis on one sentence in the above quoted matter: "*Where there is an adequate knowledge of cost, competition is on a better informed basis, and all parties at interest — the manufacturer, his customers and his employees — gain.*"

The printing industry probably has been in a more fortunate position as regards cost accounting than most other industries. It was the pioneer in this work, thanks to those brave souls who had the courage to forge their way ahead over an uncharted course, and for a number of years we have had some effective cost-accounting propaganda, coupled with a uniform system for ascertaining the costs of production. The introduction of the Standard system proved the salvation of the printing industry. Of late, however, we have not heard quite so much of the agitation as formerly. We wonder if this is the reason the cry of price cutting seems to be on the increase.

KERNELS OF PHILOSOPHY

SOULS dwell in printer's type.—*Joseph Ames.*

KNOWLEDGE is more than equivalent to force.—*Johnson.*

EXPERIENCE keeps a dear school, but fools will learn in no other.—*Benjamin Franklin.*

An optimist is a man who when he falls in the soup thinks of himself as being in the swim.—*Roycroft.*

TRADE NOTES

Brief mention of men and events associated with the printing and allied industries will be published under this heading. Items for this department should be sent before the tenth day of the month.

Cincinnati Photoengravers Make Plans for National Convention

The photoengravers of Cincinnati, Ohio, are putting forth every effort to make the twenty-eighth annual convention of the American Photoengravers' Association, to be held in their city at the Sinton Hotel on June 26, 27 and 28, the largest in point of attendance in the history of the association. Committees have been appointed and each committee is trying to outdo the other in perfecting its part of the work. The machinery, chemical and supply exhibits are receiving attention of a special committee, and space has already been sold beyond their expectations. Special efforts are being made to bring out exhibits of new inventions and ideas in photoengraving.

There will also be on display examples of photoengravings from all over the country, not only the exhibits of the present day but of work done from the very inception of photoengraving, the idea being to show photoengravers and those interested the progress the industry has made in the last forty-five years. The convention of the American Photoengravers' Association is an annual gathering in which photoengravers of the country are given an opportunity to get together, acquire new ideas, and enlighten themselves on the progress of the industry as an art in the promotion of business.

W. T. Hodge Breaks Arm

W. T. Hodge, treasurer of Sam'l Bingham's Son Manufacturing Company, Chicago, recently had the misfortune to fall on a slippery floor in his home and suffer a broken arm. He was taken to the Wesley Hospital, where he completely recovered from the injury. Mr. Hodge is well known among the printers in the Middle West, as he has served the industry in the supply field for nearly half a century.

Bronzing Operation Solved

R. J. Kittredge & Co., Chicago, are handling bronzing in a manner that should be interesting to all printers who do this class of work. They have eliminated a human feeder on their bronzers through a conveyor mechanism which connects the printing press with the bronzing machine and which is timed to carry the sized sheets directly from the press to the bronzer and automatically feed them to the bronzing machine. They recently installed three more of the Rouse bronzer drives and automatic sheet conveyors, making a total of five now in operation. In addition to eliminating a

feeder for the bronzing machine, this conveyor mechanism eliminates double handling of the stock and insures against hand smudges and spoilage of paper through double handling.

Plan Exhibits for Pittsburgh Convention of D. M. A. A.

The Pittsburgh Convention Board for the Direct Mail Advertising Association announces that reservations are now available for exhibit space at the Syria Mosque, where the convention will be held October 29, 30 and 31. At no time in the history of the association has there been such a demand for space. One hundred and ten booths varying in size have been placed on sale. These will come equipped with standard furniture, including two chairs, table, rug, lighting socket, decorations and a two-line sign. Pittsburgh producers of direct-mail advertising will be represented in a big way, as they have decided to take one large section to be known as the Pittsburgh district, where all industries catering to the production of direct-mail advertising in Pittsburgh will have their displays. They will occupy thirty booths. Firms interested in securing space may address inquiry to Roy R. Mumma, Alling & Cory Company, chairman of the Space Committee, or to the manager-secretary at the Chamber of Commerce. Plans having to do with the physical arrangement and conduct of the show are under the careful management of the Exposition Committee.

U. T. A. Secretaries Meet in Chicago

The thirteenth meeting of the Secretary-Managers Association, which is composed of secretaries and managers of Typothetae groups, was held in Chicago May 5 and 6. Typothetae leaders who addressed the conference included George K. Horn, president of the U. T. A., and John C. Hill, of Baltimore; W. K. Tews, Grand Rapids, Michigan; E. A. Harris, Portland, Maine; John W. Marder, Rochester, New York; Henry M. Ellis, Milwaukee, Wisconsin, and Edward T. Miller, Chicago, Illinois, secretary of the U. T. A.

At the executive session John W. Marder, executive secretary of the Rochester Typothetae, was elected president for the coming year. Other officers chosen are: F. L. Bland, vice-president; Edward A. Harris, secretary; W. Van Hinkle, treasurer; district vice-presidents, Henry M. Ellis, H. H. Orem, Seneca C. Beach and George H. Koerner.

U. T. A. School of Printing Announces Summer Courses

Descriptive literature announcing the summer courses given by the U. T. A. School of Printing, Indianapolis, Indiana, is being sent out by T. G. McGrew, superintendent of the school. The outline of the courses indicates that instruction during the summer session will be given in cost finding, estimating, typography, design and layout, linotype, intertype, linograph, monotype, imposition, paper, color, presswork and related courses. The Printing Instructors' Conference will be held at the school from July 7 to July 19. The outline of discussion at this conference will include analysis of the printing trade, principles of teaching, organization and management of the school printing department. All who are interested in the courses will be sent complete information if they communicate with the superintendent, U. T. A. School of Printing, 1500 East Michigan street, Indianapolis.

Plans for Graphic Arts Exposition Going Forward

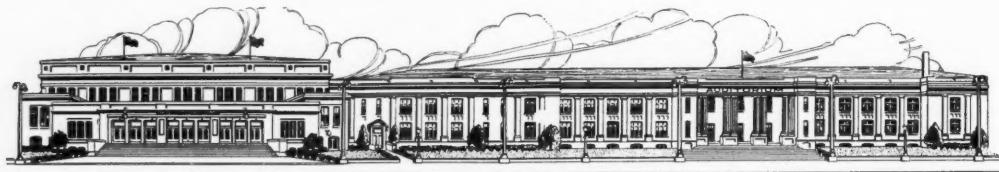
When the thousands of master printers and printing house craftsmen, with their associates in allied lines, gather in Milwaukee on August 18 to 23 next, they will find that the 1924 craftsmen's exposition occupies the hub of the continent, typographically. The exposition is to be staged in Milwaukee's great Auditorium, seating ten thousand persons in its coliseum alone, and occupying an entire city block. It is too early to describe all that will be revealed when the doors of the exposition open on August 18, but those in charge are justly optimistic and feel that the assemblage in Milwaukee will be the most successful gathering of its kind that has been held. They point out that in addition to the efforts they are putting forth to make it so, the exposition's central location will make it easier for many exhibitors to be represented by larger and more comprehensive displays, and that the number of persons attending will be greater.

Another factor of unusual interest to exhibitors and members of the printing fraternity and their families is the fact that in August, when a large part of the country is sweltering under a blaze of sun and high temperature, Milwaukee and Wisconsin offer a comfortable climate, with beautiful country and attractive lakes. The exposition is already figuring in the 1924 vacation plans of hundreds of printers and publishers.

The Milwaukee men upon whose shoulders will rest the direct responsibility and the work of making the exposition a success for the International Association of Printing House Craftsmen have been chosen for

Its president, Albert H. Highton, was connected with the advertising and editorial departments of the American Writing Paper Company for the five years just passed, previously to which he was on the staff of

introduction to the booklet entitled "Earning Power of Cylinder Presses," which has recently been issued by the Dexter Folder Company, New York City. The booklet presents an analysis of the production rec-



Milwaukee Auditorium Where the Graphic Arts Exposition Will Be Held, August 18 to 23, 1924

their broadness of vision and for their knowledge of methods and conditions in the graphic arts. These officers are: President, George A. Just, Trade Press Publishing Company; vice-president, Paul H. Laabs, Olsen Publishing Company; second vice-president, A. V. Fitz Gerald, Meyer-Rotier Printing Company; secretary, W. H. Badke, Badke Process Company; treasurer, Edward Heimaker, Wetzel Brothers' Company.

The many who go to Milwaukee next August will learn much more than the new methods demonstrated in manifold ways at exposition booths and the information imparted by addresses of well known typographers, printers and specialists in many allied lines, for the inspiration of the personal contact of craftsmen promises in itself a rich reward for all who attend.

First Intertype Shown at Publishers' Meeting

Intertype No. 1, the first intertype ever built, was exhibited during the American Newspaper Publishers' Association convention, recently held at the Waldorf-Astoria Hotel, New York city. Installed by the New York *Journal of Commerce* in 1913 as a single-magazine intertype, it was converted in 1917 into a standardized three-magazine machine. Improvements have been added from time to time, so that, though it is now eleven years old, it is as modern as any of recent manufacture.

Plan Mammoth Printing Plant for Chicago

Profits of \$720,454 for the year 1923 are shown to have been made by the W. F. Hall Printing Company, Chicago, in a statement published recently in connection with the announcement of a bond issue of \$2,250,000. The proceeds of the bond issue are to be used in part for the erection of a building to cover fifteen acres of land owned by the company at Diversey and Kilpatrick avenues, in the northwest part of Chicago. The cost of that building is estimated at \$1,750,000. It will be erected and ready for occupancy within a year. In addition to the bond issue, \$600,000 will be raised from the sale of stock to the employees of the company, to provide funds to retire the funded debt of the company.

New Advertising Service in Chicago

The TriAd Direct Advertising Service has been established in Chicago in the building which houses the headquarters of the United Typothetae of America, at 600 West Jackson boulevard. This service is intended especially for printers and printers' customers.

the Funk & Wagnalls Company, New York. F. I. Lackens, secretary and treasurer of the new bureau, who was formerly chief of plan and copy in the U. T. A. advertising department, has been associated with direct-mail advertising for many years. Hubert Morley, art director, the third member of the new organization, also served with the Typothetae. He is responsible for the work of layout and designing. The TriAd begins under the most favorable auspices and has the best wishes of its many printer-friends throughout the country.

Dexter Folder Company Issues Booklet on Pressroom Output

"If equipment is installed which cuts down the time spent on a particular operation, it is producing extra profits in a number of different ways. This is securing greater production and greater output—which means increase in quantity, quality or value. . . . The first and most direct gain is that of saving in costs—and these savings can be directly credited to the profits of the business." Thus we read in the

ords of various size presses, and shows the approximate value of the output of presses equipped with Dexter or Cross automatic feeders as compared with the value of the output obtained from hand-fed presses. Printed in two colors, with a cover in three colors, this handsome booklet is not only a beautiful specimen of fine printing but is a constructive and convincing piece of advertising literature.

George H. Howard Joins Hyde Park Printing Company

The Hyde Park Printing Company, Chicago, announces that George H. Howard has recently acquired the interest in the company which was held by the late Charles O. Peterson. Mr. Howard has had a varied experience in all branches of commercial printing, having occupied positions of trust and responsibility with several of the largest of Chicago's printing houses.

Strathmore Munsell Covers

In announcing the new Strathmore Munsell covers, the Strathmore Paper Company, Mittenague, Massachusetts, calls attention to the fact that this is the first line of cover papers in the world with a complete circle of measured colors. The Strathmore company has just sent to the trade an introductory sample book telling about the line and its advantages. On each item in the light-weight pad is found a "same" color suggestion, and on the heavy-weight pad an "opposite" color suggestion. One of the most interesting things about Munsell covers is that they represent true printing backgrounds where the color is soft and rich without detracting in any respect from the printing done on the papers.

New Method of Delivery

The Manz Engraving Company, Chicago, is credited with having originated something entirely new in the process of taking printed sheets from the delivery end of a printing press. In handling certain classes of heavy stock it was found that considerable time was wasted in removing stock from the delivery end of the machine, so this company arranged with the manufacturers of the Rouse paper lift to design a pit lift to be set at the delivery end of the press. A hole was cut in the floor so that this lift may be lowered as the pile of paper increases and therefore an entire day's run can be gradually lowered and at the end of the run can be dropped to the floor below. This idea can be carried even farther where two floors are used and where



First Intertype Ever Built

stock is transferred from one floor to another. A hole could be cut in the floor at any central point in the room and a Rouse lift erected over this hole so that paper could be hoisted from the floor below or delivered from the top floor to the lower floor. This same lift could be used for transferring truck loads of paper from one truck to another, which is necessary in some plants. We are passing this information on to readers of THE INLAND PRINTER because it may be that other printers have this same problem to solve.

McLaurin-Jones Company Sends Out Interesting Color Card

An interesting color card that somewhat resembles the conventional color cards used by paint manufacturers is being sent out to printers by the McLaurin-Jones Company, Brookfield, Massachusetts. This color card shows specimens of gummed papers in rich and mellow shades, and is a striking and effective way of showing the company's line of plated and glazed gummed papers.

Philadelphia Builds World's Largest Newspaper Plant

Preeminence as the largest newspaper plant in the world will go to the Elverson building, new home of the Philadelphia *Inquirer*, which now is in course of construction and will be occupied in part before the end of the year. The building is to



New Home of Philadelphia "Inquirer"

be twenty-one stories high, covering a block bounded by Broad and Fifteenth streets and Callowhill street and Pennsylvania avenue, in which are located the depressed tracks of the Philadelphia & Reading railway.

The immense building, with a ground area of 70,000 square feet, is being built entirely over a network of railroad tracks comprising one of the Reading railway's great freight terminals. It is literally a skyscraper built on stilts, heavy concrete caissons extending down to the solid natural rock, which lies from ten to forty feet below the railroad tracks. The building marks the northernmost outpost of tall building con-

struction in Philadelphia. It will be a new and unexampled landmark because of its massive aspiring tower building and its great clock faces high above the street. It represents the utmost modern achievement in engineering construction and efficiency of design as a newspaper-production plant. The presses will have a total capacity of 816,000 twenty-four-page papers an hour.

J. T. Newell, Warren, Pennsylvania, Moves Into New Home

J. T. Newell, well known printer of Warren, Pennsylvania, has moved his printing plant into his new building, which was completed and ready for occupancy on April 12. In a recent issue of the *Warren Tribune* published a picture of the new printing house, and published a leading editorial congratulating Mr. Newell upon the splendid success he has achieved. The editorial tells the story of this printer, and indicates the high esteem in which he is held in his community. Since we believe Mr. Newell's career will prove of interest and inspiration to printers elsewhere, we lift the editorial from the *Tribune*:

The Warren *Tribune* has genuine pleasure today in presenting to its readers a picture of the new home of John T. Newell's printing business, a modern fireproof four-story building near the corner of Third and Liberty streets, and a news story telling of its construction and equipment.

John T. Newell is proud of the new home for his business, and well he has a right to be, for in no other town the size of Warren or in many others much larger, so far as the *Tribune* folks know, is there anything to compare with it.

But John T. Newell is not the only person who is proud of the new business center. All Warren delights in it, for the people of the town consider it as a part of Warren and a good example of its progressiveness.

The new building and its equipment represent the result of years of conscientious and efficient work and service on the part of Mr. Newell. As he has put into his work the best of his ability, so he has put into the construction and equipment of the plant the best that is available. And so it stands as a living monument to his progressive business spirit.

As a small boy John T. Newell came to Warren, and from the time he was fourteen years old he has been engaged in the printing trade. Since 1899 he has been in business for himself. In the early days he had a weekly pay roll of \$1.50, when he had but one assistant, an apprentice boy. In the new plant, which will be in full operation in a short time, there will be between sixty and seventy-five employees under ordinary conditions.

The success of Mr. Newell is a splendid right-at-home example of what any wide-awake boy can accomplish if he sets himself to a task, puts his best into every effort, whether large or small, and keeps plugging.

John T. Newell is richly deserving of the success he has achieved and the *Warren Tribune* and its people are happy to join with other townsfolk today in congratulations and best wishes.

Benzine Can and Brush Combined

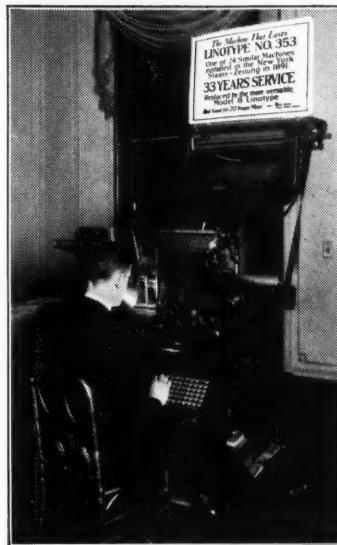
After three years of experimenting and development the Self-Feeding Brush Company, Boston, Massachusetts, succeeded in perfecting a printers' safety benzine can and brush combined. The can is mounted on the back of the brush and is equipped with a pump, the operation of which pours liquid into the bristles. The can or container to which the bristle brush is attached bears the label of the National Board of Fire Underwriters, and passes inspection everywhere as a safety can.

The device eliminates the use of safety cans and separate brushes, and reduces to one operation the cleaning of blocks and

forms. It discharges only a measured amount of liquid at each pressure of the plunger, and becomes a means of lowering cleaning costs by stopping waste of benzine.

Old-Time Linotype at A. N. P. A. Exhibit

An interesting feature of the linotype exhibit at the Waldorf-Astoria, New York city, throughout the recent sessions of the American Newspaper Publishers Associa-



Thirty-Three Year Old Linotype

tion and the Associated Press, was an old square base linotype that had been steadily producing for the New York *Staats-Zeitung* for the last thirty-three years. This old machine was one of twenty-four linotypes installed by the *Staats-Zeitung* at the same time (1891-1892), and all twenty-four have been giving the same degree of service there for the last thirty-three years. These linotypes have recorded the news of the administrations of eight presidents, Harrison, Cleveland, McKinley, Roosevelt, Taft, Wilson, Harding and Coolidge.

"In reality," said W. E. Bertram, linotype machine in the *Staats-Zeitung* plant, "those twenty-four machines have given sixty-six years' service, as they have been used continuously on two shifts—sixteen hours a day for six days a week, with eight hours on Sundays."

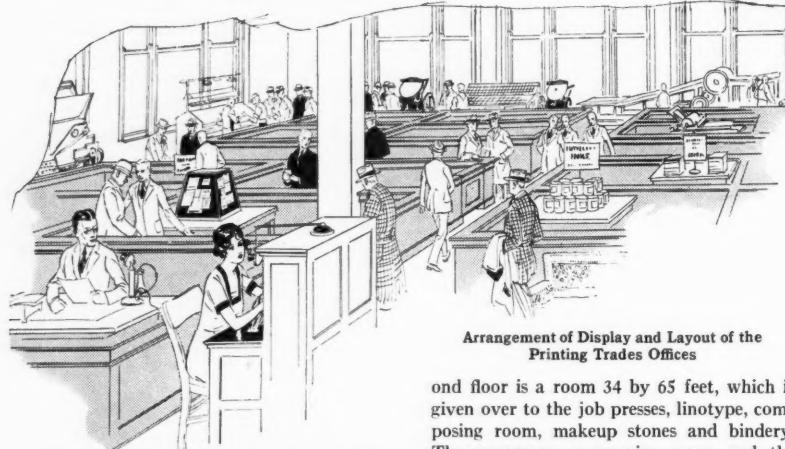
Barnes-Crosby Company of Missouri Moves to Larger Quarters

The Barnes-Crosby Company of Missouri has moved to more commodious quarters at Twelfth and St. Charles streets, St. Louis. This firm, which specializes in commercial drawings and photoengravings, is a Missouri corporation and is no longer affiliated with Barnes-Crosby Company, Chicago, as was stated in our last issue.

R. T. Porte Addresses Pacific Coast Printers

When R. T. Porte, president of the Porte Publishing Company, Salt Lake City, drove down to Los Angeles with Mrs. Porte in February, he had one thought in mind—absolute rest and quiet, away from the activity which prevails at the home of the

Franklin Printers' Service. However, his plans were shattered as soon as the printers and publishers of southern California learned he was among them, with the result



Arrangement of Display and Layout of the Printing Trades Offices

that he was the honored guest at a series of meetings, luncheons, dinners and entertainments in practically every large center of the Southland. During these get-together meetings Mr. Porte delivered talks on various phases of the printing and publishing business and made it a point to encourage co-operation and organization for mutual benefit. A dinner was given in Mr. Porte's honor at the famous Mission Inn at Riverside, California, at which were gathered scores of the most prominent printers of that region. At the speakers' table were Mr. Porte, William J. Hartman, of Chicago, first president of the Ben Franklin Club of America, and Toastmaster F. M. Couch, manager of Blake, Moffitt & Towne, paper merchants, San Francisco and Los Angeles.

Permanent Graphic Arts Display

Plans are being announced by the Printing Trades Offices, in the Transportation building, Chicago, for the establishment of central offices in which will be displayed graphic arts products of all kinds handled in the Chicago territory. This enterprise will constitute a permanent graphic arts exposition located in the heart of Chicago's printing and publishing industry, which will enable buyers to see and compare new equipment, thus saving considerable time and avoiding inconvenience. A bureau of information will be maintained to assist buyers to connect with any manufacturer or product, to answer questions and to help solve their problems. The illustration shows the layout of the display on the second floor of the Transportation building, which is located on Harrison, Federal and Dearborn streets, in the heart of what is recognized as the printing center of the city, as shown in the street map reproduced.

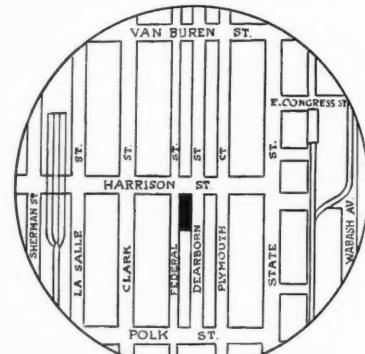
Modern Printing Plant for Town of One Thousand Population

The new building of the *Cape May County Times*, Sea Isle City, New Jersey, which has recently been completed, is one of the most modern small-town printing establishments in the country. The ground floor of the new building is devoted to the

offices of the business, the heater and smelting room, the newspaper pressroom and the postoffice, upon which the *Times* has a ten-year lease with the Government. The sec-

company, has for the past quarter of a century been identified with one of the largest ink manufacturers in America. Mr. Sefton, an expert pressman, will augment the company's sales staff, covering the territory formerly reached by the late James S. Watson.

C. H. Weil, president of the Cromwell Paper Company, Chicago, left about the middle of May for Europe, whence he had returned only two months ago. He is going



Location in Center of Chicago's Printing Industry

ond floor is a room 34 by 65 feet, which is given over to the job presses, linotype, composing room, makeup stones and bindery. The pressroom, composing room and the offices are on the "daylight" plan, with windows provided so that ideal natural lighting conditions prevail.

Brief Notes of the Trade

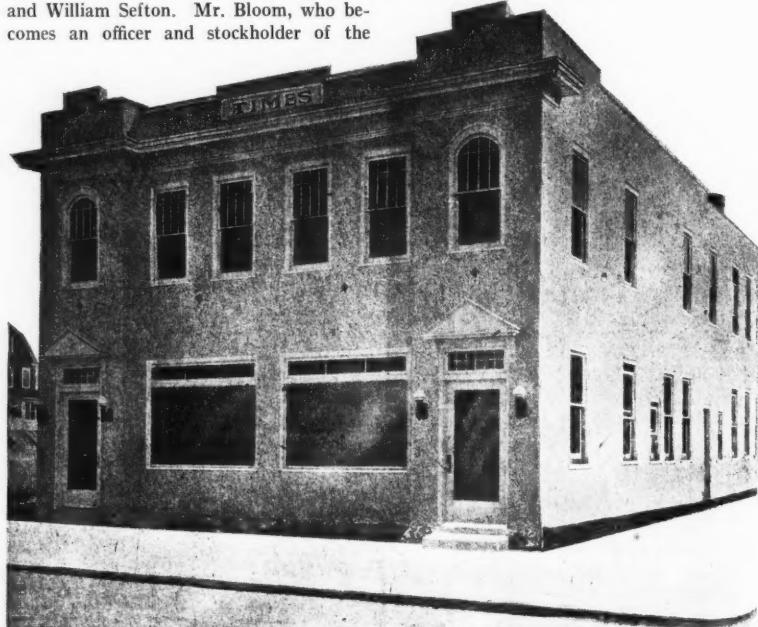
Louis De Jonge & Co., Chicago, have moved from their old location to more commodious quarters at 600 to 604 West Van Buren street.

Homer J. Buckley, secretary and treasurer of Buckley-Dement & Co., direct-mail printers, Chicago, has been elected president of the Advertising Council of the Chicago Association of Commerce, one of the largest advertising men's organizations in the world.

The Dunham-Watson Company, manufacturers of printing inks, Chicago, have acquired the services of Vernon F. Bloom and William Sefton. Mr. Bloom, who becomes an officer and stockholder of the

over to complete arrangements to manufacture in this country a slip sheet of unusual lasting qualities. Mr. Weil hit upon this process in Germany last year, in a factory manufacturing clothing out of paper, and secured permission to manufacture this sheet in this country.

The Printers' Manufacturing Company, of Minneapolis, manufacturers of the Monomelt melting system for linotypes, intertypes and linographs, announce the removal of their New York office from 15 Park Row to larger quarters on the tenth floor of the World building, 63 Park Row.



New Building of the "Cape May County Times," Sea Isle City, New Jersey

June, 1924

THE INLAND PRINTER

451

THE INLAND PRINTER

HARRY HILLMAN, EDITOR

Published monthly by
THE INLAND PRINTER COMPANY

632 SHERMAN STREET, CHICAGO, U. S. A.
NEW YORK ADVERTISING OFFICE, 41 PARK ROW

ADDRESS ALL COMMUNICATIONS TO THE INLAND PRINTER COMPANY
632 SHERMAN STREET, CHICAGO

VOL. 73 JUNE, 1924 No. 3

THE INLAND PRINTER is issued promptly on the first of each month. It aims to furnish the latest and most authoritative information on all matters relating to the printing trades and allied industries. Contributions are solicited and prompt remittance made for all acceptable matter.

Members of Audit Bureau of Circulations; Associated Business Papers, Inc.; National Editorial Association; Graphic Arts Association Departmental of the Associated Advertising Clubs of the World; New York Master Printers' Association; New York Printers' Supply Salesmen's Guild; Printers' Supplymen's Guild of Chicago; Chicago Association of Commerce; Chicago Business Papers Association.

SUBSCRIPTION RATES

One year, \$4.00; six months, \$2.00; payable always in advance. Sample copies, 40 cents; none free.

SUBSCRIPTIONS may be sent by express, draft, money order or registered letter. Make all remittances payable to The Inland Printer Company.

When Subscriptions Expire the magazine is discontinued unless a renewal is received previous to the publication of the following issue. Subscribers will avoid any delay in the receipt of the first copy of their renewal by remitting promptly.

Foreign Subscriptions.—To Canada, postage prepaid, four dollars and fifty cents; to all countries within the postal union, postage prepaid, five dollars per annum in advance. Make foreign money orders payable to The Inland Printer Company. No foreign postage stamps accepted.

IMPORTANT.—Foreign money orders received in the United States do not bear the name of the sender. Foreign subscribers should be careful to send letters of advice at same time remittance is sent, to insure proper credit.

Single copies may be obtained from all news dealers and typefounders throughout the United States and Canada, and subscriptions may be made through the same agencies.

Patrons will confer a favor by sending us the names of responsible news dealers who do not keep it on sale.

ADVERTISING RATES

Furnished on application. The value of THE INLAND PRINTER as an advertising medium is unquestioned. The character of the advertisements now in its columns, and the number of them, tell the whole story. Circulation considered, it is the cheapest trade journal in the United States to advertise in. Advertisements, to secure insertion in the issue of any month, should reach this office not later than the fifteenth of the month preceding.

In order to protect the interests of purchasers, advertisers of novelties, advertising devices, and all cash-with-order goods, are required to satisfy the management of this journal of their intention to fulfill honestly the offers in their advertisements, and to that end samples of the thing or things advertised must accompany the application for advertising space.

THE INLAND PRINTER reserves the right to reject any advertisements for cause.

FOREIGN AGENTS

RAITHBY, LAWRENCE & CO. (Limited), De Montfort Press, Leicester, England. RAITHBY, LAWRENCE & CO. (Limited), Thanet House, 231 Strand, London, W. C., England. PENROSE & CO., Farringdon Road, London, E. C., England. WM. DAWSON & SONS, Cannon House, Breams buildings, London, E. C., England. ALEX. COWAN & SONS (Limited), General Agents, Melbourne, Sydney and Adelaide, Australia. ALEX. COWAN & SONS (Limited), Wellington, New Zealand. F. T. WIMBLE & CO., 87 Clarence street, Sydney, N. S. W. H. CALMELS, 150 Boulevard du Montparnasse, Paris, France. JOHN DICKINSON & CO. (Limited), Cape Town, Durban and Johannesburg, South Africa. A. OUDSHOORN, 23 Avenue de Gravelle, Charenton, France.

WANT ADVERTISEMENTS

Prices for this department: Under heading "Situations Wanted," 50 cents per line; minimum \$1.00. Under all other headings, price is 75 cents per line; minimum \$1.50. Count ten words to the line. Address to be counted. Price the same whether one or more insertions are taken. **Cash must accompany order.** The insertion of ads. received in Chicago later than the fifteenth of the month preceding publication not guaranteed. We can not send copies of THE INLAND PRINTER **Free** to classified advertisers. Remit 40 cents additional if copy is desired.

BOOKS

THE "LINOTYPER'S COMPENDIUM AND HELPFUL HINTS," a book written by machinists in plain language for machinists on the care and repair of linotypes; a valuable book; every machinist and operator should have one; \$2.00 postpaid. LINO PUBLISHING CO., Owensboro, Ky.

BUSINESS OPPORTUNITIES

COMPLETE PRINTING PLANT in Quincy, Illinois, now having four Miehle presses, bindery, jobbers, composing room, space for extra cylinders and rotary presses; two-story brick building and high basement, about 10,000 square feet on each floor, centrally located, rent \$300 per month. This is a fine equipment or nucleus for a publishing plant, price \$13,500. If not sold completely by June 10th, will sell machinery and equipment separately. Low prices quoted. Write for list and tell wants. WANNER MACHINERY CO., 716 S. Dearborn street, Chicago, Ill.

FOR LEASE OR SALE — The Ewing Inquirer, established in 1897, located in a rich agricultural section in town of 450 inhabitants; will lease or sell on attractive terms. JOHN HOFFMAN, Ewing, Ky.

FOR SALE — Old established printing and office supply business in Central Missouri; making money, but will sell at a bargain for cash because owners have too many other interests taking their time. C 69.

BEST EQUIPPED medium-sized printing plant in Atlanta, Ga., for sale; practically new; now operating with established line of customers; capacity about \$6,000 a month. C 50.

FOR SALE

BESIDES OUR REGULAR line of overhauled, used and new printing and binding machinery, we offer the following: 26 by 34, 33 by 46, 39 by 53, 46 by 68" Miehles; the 53-inch and 68-inch have spiral drive; 48 and 50-inch Seybold auto clamp power cutters; two 14 by 22 Colts Laurette presses, used only for proving, f.o.b. Chicago, each \$800; 48 by 69 Scott special cylinder cutter and creaser; 39 by 52 and 46 by 62 Huber fast newspaper and job presses; 12 by 16 Seybold duplex trimmer, overhauled, special price \$400; several special rule and spacing materials cabinets; 8 by 12 to 14½ by 22 C. & P. presses; outfit with 4 Miehles, bindery, large space, fine for publication plant, cheap rent, in Illinois; Hamilton wood and steel furniture, complete outfitts. Buyers in central states, tell us your wants. WANNER MACHY. CO., 716 S. Dearborn street, Chicago.

WE THANK our many friends in the middle west and elsewhere for the many mail orders received for machinery and material in the Cooperstown plant; all job presses, proof presses, stitchers, galleyes are sold; we have single and two-color Miehles, cutters, folders, trimmers, book coverers left, with model 3, 4, 5, 17, 14 linotypes; 2 monotypes with keyboards; 65 fonts of matrices. Our low prices for fine machinery will sell the rest soon; do not delay writing us for a revised list; many things in this \$400,000 plant. PECKHAM MACHINERY CO., Plant Sale Specialists, 1328 Broadway, New York; or E. F. PECKHAM, Fenimore Hotel, Cooperstown, N. Y.

FOR SALE — Anderson High-speed folding machine, maximum sheet 25 by 38, speed 5,000 per hour, five folds (3 right angle, 2 parallel), complete with all attachments, tools, counter, etc., also 8-page pastier attachment; serial No. 646; run less than 100 hours; will give absolute guarantee machine as good as day it left factory; reason for selling: bindery consolidation; price \$1,500, cash or terms, f.o.b. cars. THE PAGE PRINTERIE, Inc., Grand Forks, N. D.

FOR SALE — One Monotype caster, or will sell one keyboard, two casters, one with lead and rule mold and one keyboard; very little used; large range of matrices; good opportunity for a trade plant to put in a complete monotype equipment. HOGAN PRINTING COMPANY, 1118 Howard street, Omaha, Neb.

FOR SALE — We offer used Kidder roll feed bed and platen and rotary presses of various styles and sizes; your inquiries solicited. GIBBS-BROWER COMPANY, 261 Broadway, New York city; 166 W. Jackson street, Chicago.

FOR SALE — Chambers 3-fold parallel folder with King automatic pile feeder, size of sheet 44 by 48; also Famous waste paper press baler (extra large); will sell at a bargain for quick disposal. C 68.

SIX ROUSE PAPER LIFTS, type CC, maximum sheet size 43 by 56, guaranteed to be in first-class condition; ready for immediate shipment; price \$200 each. THE GEO. C. WHITNEY CO., Worcester, Mass.

HARRIS AUTOMATIC PRINTING PRESSES, all models and sizes, single and two-color; rebuilt and guaranteed; prompt delivery; fair prices. KONECKY BROS., 252 Pennsylvania avenue, Brooklyn, N. Y.

Megill's Patent

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QUICK ON

Send for booklet this and other styles.

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on a gauge pin is a guarantee of quality and all genuine goods have this name stamped on them. Insist on Megill products. If not at your dealer's, order them from us. *Illustrated circulars on request.*

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761-763 Atlantic Ave., Cor. Adelphi St., Brooklyn, N. Y.

Megill's Patent

DOUBLE-GRIP GAUGES



VISE GRIP

Send for booklet this and other styles.

BOOKBINDERS' MACHINERY — New Model National book sewing machines, also rebuilt machines. Write for particulars. JOSEPH E. SMYTH CO., 638 Federal street, Chicago.

FOR SALE — One 44 by 62-inch 0000 Miehle one-color press with Upham attachment, making it capable of two-color work; A-1 condition; reasonable price. C 22.

FOR SALE — One New Miller Universal saw; trimmer and motor; bargain. MENASHA PRINTING & CARTON CO., Menasha, Wis.

MULTICOLOR PRESS, automatic feed, equipped with $\frac{1}{4}$ H. P. 230 volt D. C. motor; can be seen in operation. C 60.

FOR SALE — 50-inch Seybold "DAYTON" cutter. C 985.

HELP WANTED

Bindery

BINDERY FOREMAN — Thoroughly experienced sales check books and manifold books; steady position. NATIONAL SALES BOOK COMPANY, Long Island City, N. Y.

Composing Room

MONOTYPE OPERATOR desiring to get started in trade composition business we have good proposition to offer; have the only Monotype in fifty mile radius; no money, only good character, worker and knowledge of business required. MODLIN PRINTING CO., Marion, Ind.

PRACTICAL PRINTER-SUPERINTENDENT can secure a good position in a 44-hour union shop in the Connecticut valley; modern machinery; high-grade work, if he is thoroughly competent to take full charge of mechanical departments. C 933.

DISPLAY MAN — An up-to-date artistic compositor wanted by large printing house in New York city; only high-class men need apply; union. Please give full particulars in first letter. C 73.

COMPOSITOR — High-class man for general commercial and advertising work. COLUMBUS TYPOTHECTAE, 504 Grand Theatre Building, Columbus, Ohio.

Managers and Superintendents

SALESBOOK SUPERINTENDENT — Thoroughly experienced; excellent opportunity. Replies held confidential. NATIONAL SALES BOOK COMPANY, Long Island City, N. Y.

Miscellaneous

LEARN LINOTYPING, monotyping, or intertyping at home in spare time; steady, clean work at \$55 a week; easy to learn through amazing invention: the Thaler Keyboard; mail post card or letter for free book and details of special short-time offer; write NOW. THALER SYSTEM, 26 Loan & Trust Bldg., Washington, D. C.

Pressroom

PRESSROOM FOREMAN — A high-grade specialty house desires the services of a pressman that thoroughly understands printing in its several angles, that understands how to get the best results in color work, such as half-tone, process printing, flat printing, etc.; he must know color and how to mix them and be able to adapt himself to specialties not ordinarily handled in printing shops; must have executive ability so as to take charge of the entire plant; must be able to lay out the work to the best advantage and see that the best results are obtained. In your reply give full particulars as to experience, salary, age, whether single or married. If an ordinary pressman do not apply. RICHARD M. KRAUSE, 130 West 42d street, New York, N. Y.

Proofroom

WANTED — A thoroughly experienced proofreader and O. K. man, non-union, for a medium sized plant doing bank, commercial, book and catalog work; southern city of one hundred thousand, pleasant surroundings and working conditions. Address with complete information, age, experience, places employed, salary. C 74.

PROOFREADER WANTED on high-class daily newspaper; must be A-1 and thoroughly experienced in newspaper work; good education necessary; Christian Scientist preferred. Reply with references to THE CHRISTIAN SCIENCE PUBLISHING SOCIETY, 107 Falmouth street, Boston, Mass.

Salesmen

SALESMEN SELLING PRINTING to sell gummed labels for package addressing as a side-line; 20 per cent commission. McCOURT LABEL CABINET CO., Bradford, Pa.

INSTRUCTION

INTERTYPE-LINOTYPE INSTRUCTION — Learn to operate Milo Bennett's way; keyboard and lessons for home study or six weeks at practical school in Toledo at trifling cost. We sell Sinclair's book on Mechanism of Intertypes and Linotypes; whatever machines are in use, Bennett's system in conjunction with Sinclair's book saves hundreds of dollars; every man connected with Bennett's school is a world-beater. Write for literature of almost unbelievable results obtained through study of Bennett's system. MILO BENNETT'S INTERTYPE SCHOOL, Toledo, Ohio.

STANDARD LINOTYPE FINGERING SYSTEM will give you speed and accuracy. Write for information. NORTHERN LINOTYPE SCHOOL, 501-503-B Duluth avenue, S., Thief River Falls, Minn.

SITUATIONS WANTED

Bindery

BINDERY FOREMAN, A-1 executive and mechanic, competent in all branches and bindery work of every description, operates folding and other machines, strictly reliable man, wants position anywhere. C 70.

Composing Room

STONEMAN AND LINE-UP with executive experience; a really good printer; understand my work thoroughly; broad experience in the better grade of printing; have the ability to keep work moving and get it out; good habits; references. C 71.

FIRST-CLASS COMPOSITOR wishes position with high-grade catalog and job shop; plenty experience; references if necessary; permanent position in small western city of 15,000 or 20,000 preferred. C 72.

Executives

RARE OPPORTUNITY to purchase high-class business ability and sound judgment of plan and method in the production of printing; practical, thorough, efficient executive accustomed to meeting men and gaining their confidence and co-operation; character, habits, personality and analytical ability of high order; my study and experience in handling many diversified phases of printing production and selling have given me an insight into the policies and methods of many successful business houses; loyal, enthusiastic, reliable, resourceful, initiative; a man of honor and integrity; married; middle age; prefer midwest; 100% American. C 18, care The Inland Printer, 41 Park Row, New York.

Managers and Superintendents

SUPERINTENDENT OR MANAGER — Man of experience and ability, desires situation in printing field; congenial, conservative, sane and practical; college man who is thoroughly experienced in commercial and lithograph plants; some newspaper experience; open shop. C 899.

Pressroom

PRESSROOM FOREMAN, 31, now employed in large city, desires to locate in smaller city; good schools and living conditions essential; can submit satisfactory evidence of qualifications; can guarantee full production from pressroom equipment if proper co-operation is given. C 46.

PRESSROOM FOREMAN — Thoroughly experienced in all classes of commercial half-tone and color, also catalog printing; good executive and can get results; would prefer New York State, Ohio or Western Pennsylvania. C 908.

WANTED TO PURCHASE

WANTED: SECONHAND MACHINERY — Cleveland folding machines, Model B with 32-page attachments; new series 10 by 15 Miller units; Brown & Carver and Seybold cutting machines. When quoting price, give serial number of machines; price to include boxing and delivery to railroad or steamer. THE NORMAN F. HALL COMPANY, 148 First street, San Francisco, Cal.

WANTED TO PURCHASE Automatic feeder for Hickok ruling machine, size 42 inches between standards, 36 inch apron; must be in good order. DE MAY'S, Jackson, Michigan.

WANTED FOR CASH, Harris two-color automatic presses, 15 by 18. M. M. ROTHSCHILD, Inc., 712 Federal street, Chicago.

WANTED TO BUY — A secondhand Galley proof press; must know immediately. C 67.

BUSINESS DIRECTORY

Advertising Service

"IT HAS PAID FOR ITSELF in results for years to come," wrote a printer who uses our "Tabloid" house-organ service. Builds business. Economical to produce. PRAIGG, KISER & CO., 222 E. Ontario street, Chicago.

Bookbinding Machinery

HOFFMANN TYPE & ENGRAVING CO., 114 E. 13th street, New York city. Large stock on hand.

Brass Dies for Stamping and Engraving

HOFFMANN TYPE & ENGRAVING CO., 114 E. 13th street, New York city. Large stock.

AMERICAN TYPE FOUNDERS CO.— See Typefounders.

Brass Typefounders

HOFFMANN TYPE & ENGRAVING CO., 114 E. 13th street, New York city.

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THE SULLIVAN PRINTING WORKS COMPANY, 1062 Gilbert avenue, Cincinnati, Ohio. Calender pads now ready for shipment; the best and cheapest on the market; write for sample books and prices.

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Please Mention THE INLAND PRINTER When Writing to Advertisers.

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BARNHART BROTHERS & SPINDLER — Superior electric welded silver gloss steel chases; a complete line. For address see Typefounders.

Counting Machines

AMERICAN TYPE FOUNDERS CO.— See Typefounders.

Cylinder Presses

BARNHART BROTHERS & SPINDLER — For address see Typefounders.

Demagnetizers and Ink Dryers

UTILITY HEATER CO., 239 Centre street, New York, and 132 S. Clinton street, Chicago. The only "safe" gas heaters for all printing presses.

Duro Overlay Process

SIMPLE AND PRACTICAL. Write for samples, terms. Makes halftones print right. DURO OVERLAY PROCESS, 804 Bartlett avenue, Milwaukee.

Electrotypes' and Stereotypes' Machinery

THE OSTRANDER-SEYMOUR CO., general offices, 7 S. Dearborn street, Chicago. Eastern office, 38 Park row, New York. Send for catalogue.

HOE, R., & CO., New York. Printing, stereotyping, electrotyping and photo-engraving machinery. Chicago office, 7 S. Dearborn street.

BERTEL O. HENNING Sales Agency, 608 S. Dearborn street, Chicago, Ill.

Embossing Composition

STEWART'S EMBOSSED BOARD — Easy to use, hardens like iron; $5\frac{3}{4} \times 9\frac{1}{2}$ inch, 12 for \$1.25 postpaid. THE INLAND PRINTER COMPANY, Chicago.

Engraving Methods

ANYBODY CAN MAKE CUTS on ordinary sheet zinc at trifling cost with my simple transferring and etching process; skill and drawing ability not required; price of process, \$1; particulars, many specimens and testimonials for stamp. THOS. M. DAY, Box 1, Windfall, Ind.

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LEAF for any purpose — roll or book form. M. SWIFT & SONS, 100 Love Lane, Hartford, Conn.

Ink Mills

SMALL PRINTERS INK MILLS, capacity 5 or 8 lbs., for regrinding skinned up or rubbery inks. PRINTERS INK MILL CO., 1303 Fond du Lac avenue, Milwaukee, Wis.

Knife Grinders

BRIDGEPORT SAFETY EMERY WHEEL CO., 103 Knowlton street, Bridgeport, Conn. Straight, cup and sectional wheel paper knife grinders.

THE SEYBOLD MACHINE COMPANY, Dayton, Ohio.

Neutralizers

UTILITY HEATER CO., 239 Centre st., N. Y., and 132 S. Clinton st., Chicago. Electric and gas machines stop offset and elec. troubles, quick-dry ink.

Numbering Machines

HAND, Typographic and Special. THE AMERICAN NUMBERING MACHINE CO., Brooklyn, N. Y.; branch: 123 W. Madison street, Chicago, Ill.

AMERICAN TYPE FOUNDERS CO.— See Typefounders.

Paper Cutters

HOFFMANN TYPE & ENGRAVING CO., 114-116 East 13th street, New York city. Large stock.

BARNHART BROTHERS & SPINDLER — For address see Typefounders.

AMERICAN TYPE FOUNDERS CO.— See Typefounders.

GOLDING MFG. CO., Franklin, Mass. Golding and Pearl.

THE SEYBOLD MACHINE COMPANY, Dayton, Ohio.

Photoengravers' Machinery and Supplies

THE OSTRANDER-SEYMOUR CO., general offices, 7 S. Dearborn street, Chicago. Eastern office, 38 Park row, New York. Send for catalogue.

Presses

HOE, R., & CO., New York. Printing, stereotyping, electrotyping and photo-engraving machinery. Chicago office, 7 S. Dearborn street.

DUPLEX PRINTING PRESS CO. Stereotype rotaries; stereo and mat machinery; flat bed web presses. Battle Creek, Mich.

AMERICAN TYPE FOUNDERS CO.— See Typefounders.

GOLDING MFG. CO., Franklin, Mass. Golding and Pearl.

Printers' Rollers and Roller Composition

BINGHAM'S, SAM'L, SONS MFG. CO., 636-704 Sherman street, Chicago; also 514-518 Clark avenue, St. Louis; 88-90 S. 13th street, Pittsburgh; 706-708 Baltimore avenue, Kansas City; 40-42 Peters street, Atlanta, Ga.; 151-153 Kentucky avenue, Indianapolis; 1306-1308 Patterson avenue, Dallas, Tex.; 721-723 Fourth street, S., Minneapolis, Minn.; 1025 W. Fifth street, Des Moines, Iowa; cor. East and Harrison streets, Springfield, Ohio; 1285 W. 2d street, Cleveland, Ohio.

WILD & STEVENS, Inc., 5 Purchase street, Boston 9, Mass. Established 1859.

Printers' Supplies

WE ARE manufacturers since more than 40 years of Printers' Sundries in Metal composing sticks, galleyes, cast-iron furniture, locking apparatus, etc.—of high-grade precision. G. E. REINHARDT, Machine Works, Leipzig-Connewitz 114-a, Germany.

BARNHART BROTHERS & SPINDLER — For address see Typefounders.

AMERICAN TYPE FOUNDERS CO.— See Typefounders.

Printing Machinery, Rebuilt

THE RATHBUN & BIRD COMPANY, 17-19 Walker street, New York city. Printers' and Bookbinders' Machinists.

BARNHART BROTHERS & SPINDLER — For address see Typefounders.

Printing Material

AMERICAN TYPE FOUNDERS CO.— See Typefounders.

Printing Presses

HOFFMANN TYPE & ENGRAVING CO., 114-116 East 13th street, New York city.

BARNHART BROTHERS & SPINDLER — For address see Typefounders.

AMERICAN TYPE FOUNDERS CO.— See Typefounders.

GOLDING MFG. CO., Franklin, Mass. Golding and Pearl.

Printing Price List

UNIVERSAL PUBLISHING CO., 701 W. O. W. bldg., Omaha, Neb. Publishers of universal printing price list. Write for ten day trial offer and more information.

Proof Presses

VANDERCOOK & SONS, 1722-1728 Austin avenue, Chicago. Used where quality and speed in taking proofs are most needed. Sold largely without personal solicitation.

Punching Machines

AMERICAN TYPE FOUNDERS CO.— See Typefounders.

Rebuilt Printing Presses

AMERICAN TYPE FOUNDERS CO.— See Typefounders.

Roughing Machines

AMERICAN TYPE FOUNDERS CO.— See Typefounders.

Ruling Machines

The "Small Reinhardt," the only one existing upon the whole market, for jobbing work and small sizes of special rulings. The small Reinhardt Jobbing Disc Ruling Machine should be installed in every plant of modern practice. We furthermore manufacture since more than 40 years, large single-sided and double-sided Disc Ruling Machines, as well as Disc Ruling machines for head-printing and ruling combined. G. E. REINHARDT, Dept. Förster & Fromm Machine Works, Leipzig-Connewitz 114-b, Germany.

Slitting, Perforating and Scoring Attachments

HOFF Combination Slitter, Perforator and Scorer attachments. LESLIE D. HOFF MFG. CO., 1142 Salem avenue, Hillside, N. J.

Steel Perforating and Cutting Rule

STEEL perforating and cutting rule. J. F. HELMOLD & BROS., 1462 Custer street, Chicago.

Stereotyping Equipment

BERTEL O. HENNING Sales Agency, 608 S. Dearborn street, Chicago, Ill.

BARNHART BROTHERS & SPINDLER — For address see Typefounders.

Stereotyping Outfits

ACME DRY PROCESS STEREOTYPING — This is a new process for fine job and book work; matrices are molded in a job press on special matrix boards; the easiest of all stereotyping processes; plates sharp as electros. COLD SIMPLEX STEREOTYPING — A brush-molding process, level plates with no concave faces on type or cuts; quick and inexpensive process. Note this: Matrices made by either process are deep enough for rubber stamp work. Send stamp for literature. HENRY KAHR, 240 East 33d street, New York.

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MR. PRINTER — Send TAG inquiries and orders to THE DENNEY TAG COMPANY, Inc., West Chester, Pa., for quick service. Anything in blank or printed, regular or special tags, at lowest trade prices.

Type Casters

THOMPSON TYPE MACHINE CO., 223 W. Erie street, Chicago. Machines for casting 6 to 48 pt. type in all languages.

Type Founders

AMERICAN TYPE FOUNDERS CO., original designs in type and decorative material, greatest output, most complete selection. Dealer in wood type, printing machinery and printers' supplies of all kinds. Send to nearest house for latest type specimens. Houses—Boston, 270 Congress st.; New York, 200 William st., and Printing Crafts bldg., 8th av. and 34th st.; Philadelphia, 17 S. 6th st., and Keystone Type Foundry Supply House, 8th and Locust sts.; Baltimore, 215 Guilford av.; Richmond, 11 Governor st.; Atlanta, 118 Central av.; Buffalo, 45 N. Division st.; Pittsburgh, 323 3d av.; Cleveland, 15 St. Clair av., N.E.; Cincinnati, 646 Main st.; St. Louis, 9th and Walnut sts.; Chicago, 517-519 W. Monroe st.; Detroit, 557 W. Larned st.; Kansas City, 10th and Wyandotte sts.; Minneapolis, 419 4th st., South; Denver, 1621 Blake st.; Los Angeles, 121 N. Broadway; San Francisco, 500 Howard st.; Portland, 47 4th st.; Spokane, West 310 First av.; Milwaukee, 125 2d st.; Winnipeg, Can., 376 Donald st.

BARNHART BROTHERS & SPINDLER, manufacturers of Type and Superior Specialties for Printers—Merchants of printing machinery and equipment, materials and supplies—factory at Chicago; sales and service houses at Chicago, Washington, D. C., Dallas, St. Louis, Kansas City, Omaha, Saint Paul, Seattle, Vancouver, B. C.

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HOFFMANN TYPE & ENGRAVING CO., 114 E. 13th street, New York city. Large stock "Brehmer" wire stitchers.

AMERICAN TYPE FOUNDERS CO.—See Typefounders.

Wood Goods

AMERICAN TYPE FOUNDERS CO.—See Typefounders.

Wood Type

EASTERN BRASS & WOOD TYPE CO., 114 East 13th street, New York city. Large stock in fonts and sorts.

BUSINESS OPPORTUNITIES—Continued

MR. PRINTER—An offset plant added to your present equipment will help you serve your customers better. I can show you how such a department will make more money for dollar invested than your present plant. I am amply qualified by experience to get business for and manage such a department, can handle men and can by management of men and department cut out labor turnover, decrease cost and develop a quality second to none in the country. If you are interested, communicate with J. L. S., No. 75.

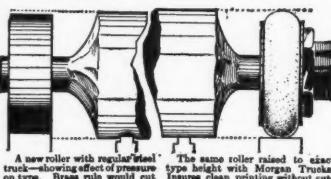


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1892

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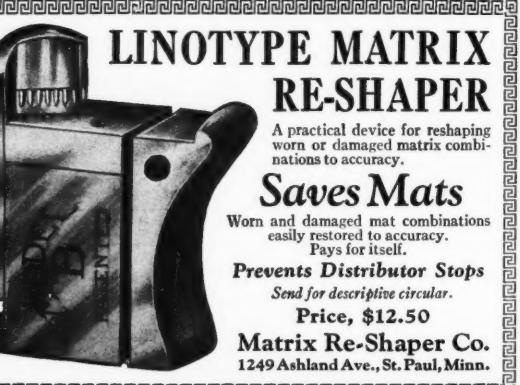
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The 1700 newspaper and commercial printing offices in Canada are much like those in the United States. They produce about the same kind of work and need about the same kind of equipment.

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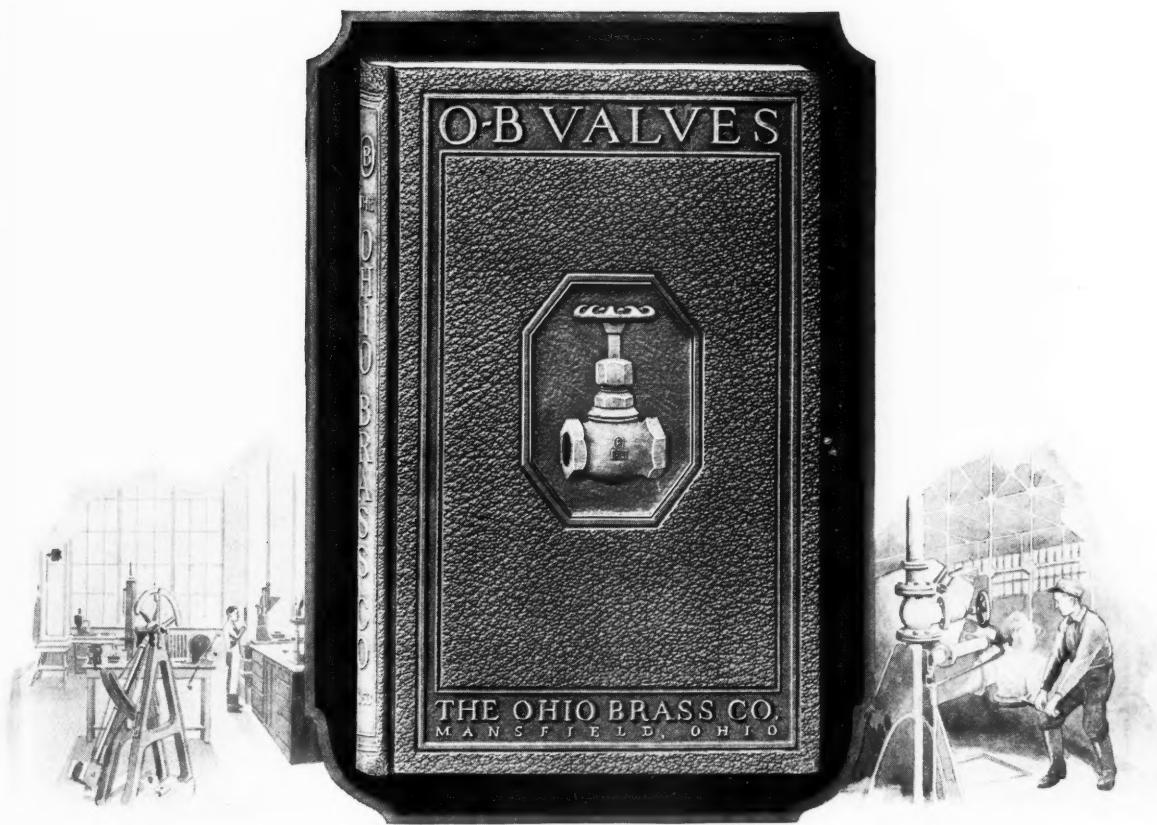
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The distinctive appearance, strength and durability of this superior cover automatically leads buyers to visualize similar high quality throughout the

entire book—and it becomes much easier to secure orders.

The Ohio Brass Company Catalog, illustrated above, was produced by The Franklin Company, Chicago. The handsome Molloy Made Cover used is typical of those we can furnish for your customers.

Send us a dummy or sample of the next bound or loose-leaf job you figure on. Give us information that will enable us to create an attractive cover design. We will supply sketches and samples that will assist you in getting the business.

Molloy Made Covers are made only by

THE DAVID J. MOLLOY COMPANY, CHICAGO, ILLINOIS

Chicago Offices, 2859 N. Western Ave.

Eastern Sales Offices, 300 Madison Ave., New York

Carlton Publicity, Ltd., London, England

MOLLOY MADE

Commercial Covers for Every Purpose



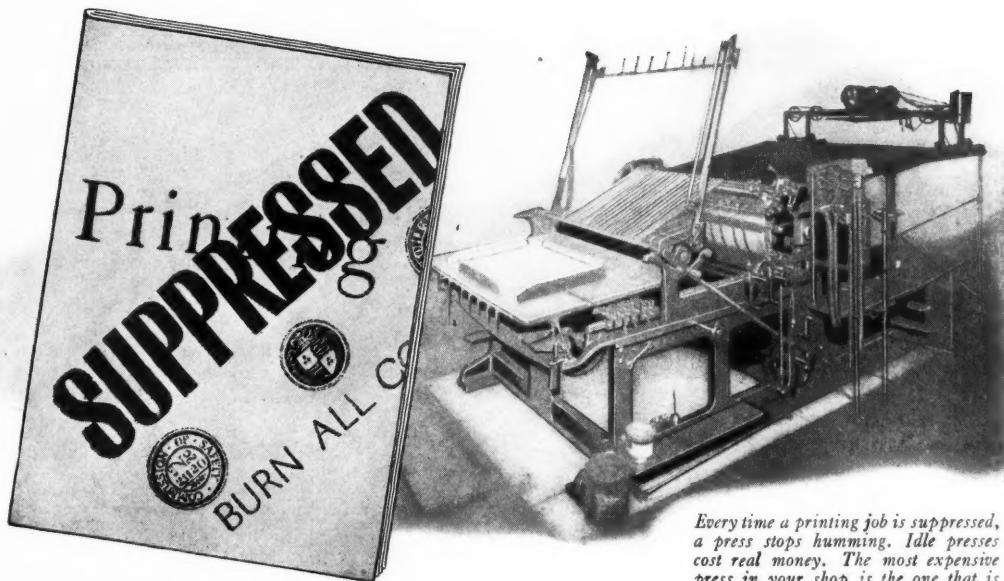
Who Buys White Space?

*90 per cent of the advertising
space in America is
purchased by*

**The Readers of
Space Buyer's Analyst**

*A sample copy will be sent
to you upon request*

SPACE BUYER'S ANALYST
324 West 42d Street
New York City



Every time a printing job is suppressed, a press stops humming. Idle presses cost real money. The most expensive press in your shop is the one that is standing idle.

A booklet to discourage *the suppression of printing*

THIS booklet deals with the suppression of printing.

Its object is to prevent the suppression of printing orders.

It tells, briefly and interestingly, how people were once denied what is one of the greatest privileges of our own day.

Yet, even today, as this booklet pertinently points out, printing is still suppressed—and by the very men to whom it would bring power and profit.

When they are given an opportunity to profit—just as this booklet is giving an opportunity to profit—they say "No!" or "Not yet!" and some printing is suppressed.

The booklet pictured above is not intended to promote any particular paper or group of papers. Its purpose is to help overcome the wholesale suppression of printing that means business lost to you.

You'll enjoy reading it. You can use it as a mailing piece for your entire list, or those on it who are particularly obstinate in suppressing printing.

This booklet is $4\frac{1}{2}$ x 6". It is printed in two colors on Warren's Silkote, white, 80 lbs. Reprints, with your name and address included, cost in lots of 1,000 or more \$25.50 per M. Or, you can have a complete set of 2-color copper-faced electros, unmounted, for \$14.40.

Fill out the coupon and send it to the paper merchant who sells Warren's Standard Printing Papers, and a sample copy will come to your desk.

S. D. WARREN COMPANY
101 MILK STREET, BOSTON, MASS.

WARREN'S
STANDARD PRINTING PAPERS

PLEASE SEND A SAMPLE COPY OF "PRINTING SUPPRESSED"

FIRM _____

ADDRESS _____

MARK FOR MR. _____

Why you should use
Bingham's Composition
Rollers

No. 6 of a Series of Facts

Organization

Standardizes Quality and Service



THE eleven conveniently located roller factories which comprise the Sam'l Bingham's Son Mfg. Co.'s plant offer printers in the territories we serve everything to be derived in the way of Quality and Service.

Each factory is a complete individual unit, yet each derives the benefit of the purchasing power and manufacturing economies of the larger organization. All function in perfect accord with the Sam'l Bingham policy of making Bingham's Composition Rollers the finest that money can buy and delivering them in the shortest possible time.

Printers wishing to benefit by our seventy-five years' experience in making the finest Composition Rollers will secure personal service on a highly organized plane, from the factory nearest to them.

Use our Red Shipping Labels.

Sam'l Bingham's Son Mfg. Co.
634-704 Sherman St., Chicago

PITTSBURGH
38-90 South 13th St.

KANSAS CITY
706-708 Baltimore Ave.

CLEVELAND, OHIO
1285 West Second St.

DALLAS
1306-1308 Patterson Ave.

DES MOINES
1025 West Fifth St.

ST. LOUIS
514-516 Clark Ave.

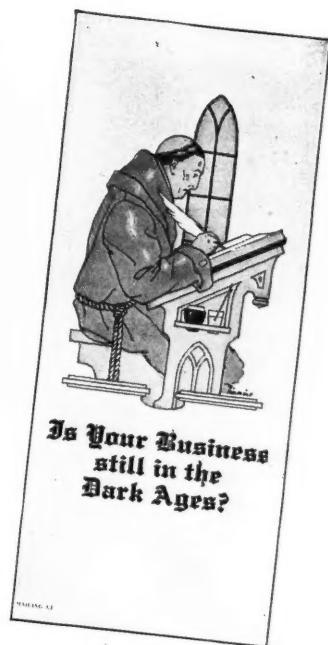
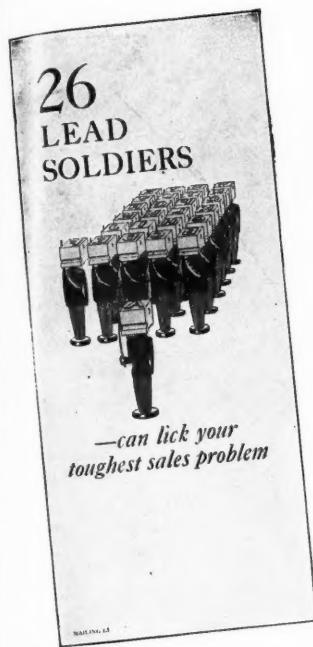
ATLANTA
40-42 Peters St.

INDIANAPOLIS
151-153 Kentucky Ave.

MINNEAPOLIS
721-723 Fourth St., So.

SPRINGFIELD, OHIO
Cor. East and Harrison Sts.

For 75 Years Bingham's Reliable Printers' Rollers



AND NOW— *it's the Printer's turn!*

NEW SLANTS—AND NEW WAYS OF LOOKING AT OLD ONES—NOW READY TO BUILD BUSINESS FOR PRINTERS

Why don't more businesses use printing to tell their sales story—and why don't the businesses which use printing use more of it?

These are the questions we asked ourselves, before we started to prepare the series you see on this page.

And in the four messages you see here, we have tried to overcome the obstacles which we recognized.

Most people undoubtedly do not realize the power of printing. They do not know how much printing can help them—what miracles, literally, printing has wrought in the past—how others are profiting by printing today. More business-bringing printing! That's the whole theme of these messages.

More printing and more results from printing, means more business for everyone—ourselves included. That's why we gladly prepare this series and say to printers, "It's yours to use." Ask any Butler Division for the campaign if you are not receiving the 1924 Business Builders. Count upon receiving duplicate plates at cost, if you wish to reproduce any or all of these messages over your own name after you have seen them.

— — —

Write the nearest Butler division for this series if you are not on the 1924 mailing list

J. W. Butler Paper Company
Standard Paper Company
McClellan Paper Company
McClellan Paper Company
McClellan Paper Company
Butler Paper Company
Central Michigan Paper Company
American Paper Mills Corporation
Mississippi Valley Paper Company
Missouri-Interstate Paper Company

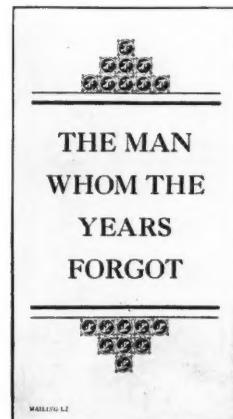
Chicago
Milwaukee
Minneapolis
St. Paul
Duluth
Detroit
Grand Rapids
New York
St. Louis
Kansas City

BUTLER BRANDS
PAPER
THE BEST
THE SYMBOL
OF EIGHTY YEARS' SERVICE
TO PRINTERS

Southwestern Paper Company
Southwestern Paper Company
Southwestern Paper Company
Butler Paper Company
Sierra Paper Company
Pacific Coast Paper Company
Pacific Coast Paper Company
Endicott Paper Company
Mutual Paper Company
Butler American Paper Company
Patten Company, Ltd.

Dallas
Fort Worth
Houston
Denver
Los Angeles
San Francisco
Fresno
Portland, Ore.
Seattle
Chicago
Honolulu

Please Mention THE INLAND PRINTER When Writing to Advertisers.



What you see above are only the titles and illustrations of these four messages. Inside each folder or booklet you will find a complete message written in such a way that any good printer could set his name at the end of the message and send it out to build business for him. The purpose of this series is thoroughly practical—it aims to get more people interested in the profitable use of printing.



Three of the Many Reasons

Why you should use and recommend one of ESLEECK'S papers (Fidelity, Emco, Superior or Verilite) for COPIES of LETTERS and RECORDS of all kinds.

1. They are manufactured in a mill making nothing but the very best Onion Skin and Manifold Papers as it is absolutely necessary that a mill specialize in those grades in order to make a UNIFORM sheet, especially with regard to the FINISH.

2. They are made from the best grade new

RAGS, resulting in two very important characteristics, viz: STRENGTH and PERMANENCY.

3. They cost no more per Ream than a much lower grade paper in a heavy weight and they are far more satisfactory for all purposes where a COPY is required.

ESLEECK MANUFACTURING CO.

TURNERS FALLS, MASSACHUSETTS



Monitor Machines are built to unvarying standards of — Mechanically Correct Design, Most Careful Workmanship and Wear-Resisting Materials of Construction.

Cutting the Corners

Illustrated here is a Small Round Corner Cutting Machine, operated by hand power. It easily cuts stock one inch thick, does clean, quick work, and sells at a low price. There are other styles of Monitor Round Corner Cutting Machines, operated by foot, belt, or motor power. Do you want to know more about them?

Write today for our Booklet.

Latham Machinery Co.

Builders of Bookbinders' Machinery for over 35 years

1135 Fulton Street, CHICAGO

BOSTON
531 Atlantic Ave.

PHILADELPHIA
Bourse Bldg.

NEW YORK
45 Lafayette St.

There are 17 standard
lines of
DILL & COLLINS
uncoated and coated papers

RARE indeed is the printer who does not take added pride in his art when it is expressed on Dill & Collins papers. For many years now the craft has recognized in them an unequaled excellence.

The printer may suit his Dill & Collins paper to the job. He may select exactly the right grade, uncoated or coated, from the seven-

teen standard lines. He can buy them quickly and conveniently from a near-by paper distributor.

Unless the printer has a complete representation of Dill & Collins papers, it is suggested that he write at once to his nearest distributor for samples. Dill & Collins Co., 112 N. Twelfth St., Philadelphia.



List of DILL & COLLINS Co.'s distributors and their offices

Atlanta—The Chatfield & Woods Company
Baltimore—J. Francis Hock & Co.
Boston—John Carter & Co., Inc.
Chicago—The Paper Mills' Company
Chicago—Swigart Paper Company
Cincinnati—The Chatfield & Woods Company
Cleveland—The Union Paper & Twine Co.
Des Moines—Carpenter Paper Company
Detroit—The Union Paper & Twine Co.
Hartford—John Carter & Co., Inc.
Indianapolis—C. P. Lesh Paper Company
Kansas City—Birmingham, Little & Prosser Co.
Los Angeles—Blake, Moffitt & Towne
Milwaukee—The E. A. Bouer Company
Minneapolis—Minneapolis Paper Co.
New York City—Marquardt, Blake & Decker
New York City—Miller & Wright Paper Co.
Omaha—Carpenter Paper Co.
Philadelphia—The Thomas W. Price Co.
Philadelphia—Riegel & Co., Inc.
Pittsburgh—The Chatfield & Woods Company
Portland, Oregon—Blake, McFall Co.
Providence—John Carter & Co., Inc.
Rochester—Geo. E. Doyle Company
St. Louis—Acme Paper Company
St. Paul—E. J. Stilwell Paper Co.
Salt Lake City—Carpenter Paper Co.
San Francisco—Blake, Moffitt & Towne
Seattle—American Paper Co.
Tacoma—Tacoma Paper and Stationery Co.

The Buckeye Cover Box of Specimens

The Buckeye Cover Specimen Box, now current, is in our opinion of real and permanent value to good printers, to progressive advertising managers and to advertising agencies doing creative direct mail work of the better class.



It contains a very extensive assortment of varied effects produced on Buckeye Cover and of Buckeye Cover Envelopes.

The examples illustrate fully embossing, letter press and offset printing, all on Buckeye Cover.

Our files abound in letters pronouncing this the most complete and desirable collection ever issued by a paper mill.

It is so expensive that its distribution must be limited to advertisers or creators of advertising. When writing be so good, please, as to use the letterhead of your business. No charge is made for this important collection of suggestions.

The Beckett Paper Company

Makers of Good Paper
in Hamilton, Ohio, Since 1848

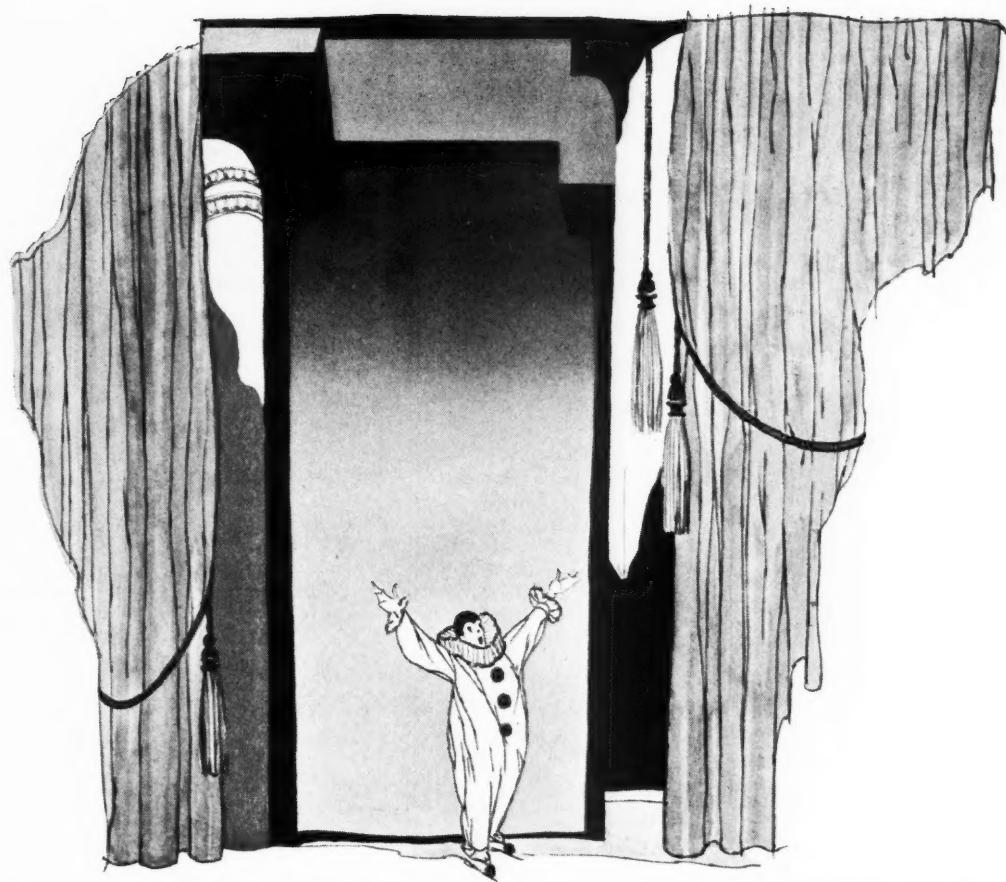
Attach to your Letterhead, Please.

TO THE BECKETT PAPER COMPANY, Hamilton, Ohio:

Please send me, without charge, your Buckeye Cover Specimen Box No. 6.

Name.....

Address.....



SUPERBA ENAMEL

A Beautiful Coated Paper for Beautiful, Printed Jobs



*Send for these
Printed Specimens*

Besides our mill brands we stock both at the Mills and our New York Warehouse, Monarch C I S Litho, Laid Mimeograph, French Folio, Standard M. F. in white and colors, Standard Super in white and colors, Index Bristol, white and colors, Offset Blanks, Litho Blanks, Translucent Bristol and Campaign Bristol.

Allied Superba is one of the finest enamels produced by mills noted for the excellence of their coated papers. (We operate 34 coating machines—comprising one of the largest coating divisions in the country—to produce the quality enamels which exacting printers and advertisers the country over demand.)

It is clear white, highly finished, even and uniform. Besides, it has a splendid rag base raw stock which gives it excellent wearing qualities.

If you have a job going through that you wish to be particularly well printed, use Superba. We will gladly send samples with which you can experiment.

ALLIED PAPER MILLS, KALAMAZOO, MICHIGAN

In writing for samples please address Desk 6, Office 7

NEW YORK WAREHOUSE, 471-473 ELEVENTH AVE.

ALLIED MILL BRANDS

PORCELAIN ENAMEL
SUPERIOR ENAMEL

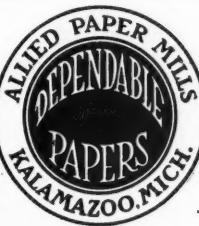
SUPERBA ENAMEL
VICTORY DULL COAT

A. P. M. BOND
LIBERTY OFFSET

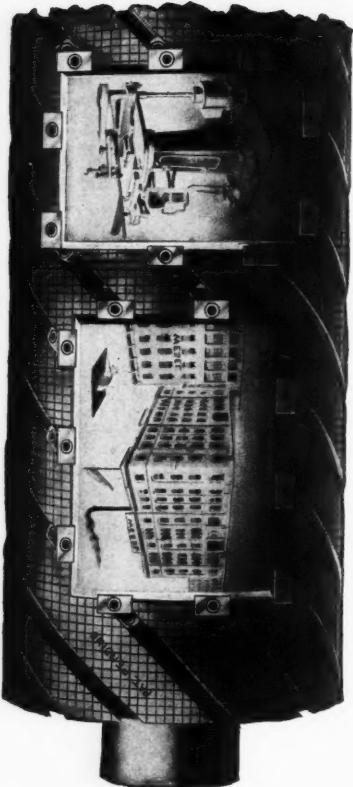
DEPENDABLE OFFSET
KENWOOD TEXT

ALLIED PAPERS

10 Paper Machines 34 Coating Machines



Please Mention THE INLAND PRINTER When Writing to Advertisers.



And Now!
Your Press Cylinders with the
WESEL
FINAL GROOVE

THE same swift, sure and reliable system of plate mounting known to every user of the Wesel Final Base and Hook is now available to every user of web presses. We are prepared to groove and equip your press cylinders for mounting curved plates with the Wesel Final System.

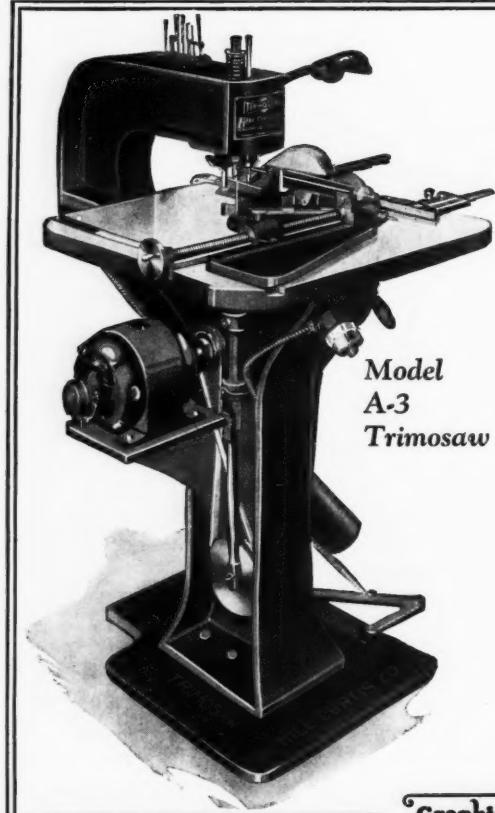
It is the combination of the exclusive Final Groove and Final Hook that makes this the ideal method for handling curved plates. Positioning of plate and hook is quicker; holding action of hook is positive and unrelenting; hair-line register is a simple adjustment—it is *swift, sure, reliable*.

If your presses are now equipped with a plain groove to take the Wesel Old Style Clamp with drop-in nuts, this groove can be readily altered to the Wesel Final System.

Write for quotation, stating name of press and length and diameter of cylinder

F. WESEL MANUFACTURING CO.

Brooklyn—72-80 Cranberry Street
Chicago Branch—431 South Dearborn Street



Model
A-3
Trimosaw

**The Most Versatile Machine
for the Printer**



With Micrometer Point Measure Gauge it will

Saw, Trim, Mitre, Drill, Mortise, Route,
Bevel, Jigsaw, Plane Type High, Grind,
Undercuts, Countersink, Notches,
Broaches, Etc.

It will do everything a printer's should do and many
things other saws won't do.

Trimosaw Outlasts Any Other Saw-Trimmer

FIVE DIFFERENT MODELS—One just suited for your shop

HILL-CURTIS CO.
MAKERS OF HIGH GRADE SAWING MACHINERY
SINCE 1881
KALAMAZOO MICHIGAN

Representatives

CHICAGO STORE 641 South Dearborn St., Chicago, Ill.

Toronto Type Foundry Co., Ltd., Toronto, Montreal, Winnipeg, Regina

F. T. Wimble & Co., Ltd., Sydney, Australia

EXHIBITOR
Graphic Arts Exposition
Milwaukee, August 18-23, 1924



Please Mention THE INLAND PRINTER When Writing to Advertisers.

**Howard Bond
Agents**

ALBANY, N. Y.
Potter-Taylor Paper Corp.
ALLENTOWN, PA.
J. A. Rupp Paper Co.
ATLANTA, GA.
Louisville Paper Co.
BALTIMORE, MD.
F. F. C. Paper Co.
BINGHAMTON, N. Y.
Stephens & Co.
BOSTON, MASS.
John Carter & Co.
BROOKLYN, N. Y.
General Paper Goods Mfg. Co. (Env.)
Gray Envelope Mfg. Co. Inc. (Env.)
CHICAGO, ILL.
Midland Paper Co.
Parker, Clegg & Parker Paper Co.
CINCINNATI, OHIO
Chatfield & Woods Co.
CLEVELAND, OHIO
Cleveland Paper Mfg. Co.
COLUMBUS, OHIO
Diem & Wing Paper Co.
DAYTON, OHIO
Reynolds & Reynolds Co. (Tablets)
Buyers' Paper Co.
DETROIT, MICH.
Clephantine Paper Co.
GRAND RAPIDS, MICH.
Quimby-Kain Paper Co.
HARRISBURG, PA.
Donaldson Paper Co.
HOUSTON, TEXAS
The Paper Supply Co.
INDIANAPOLIS, IND.
C. P. Lesh Paper Co.
KALAMAZOO, MICH.
Birmingham & Prosser Co.
LOS ANGELES, CAL.
Western Paper Co.
LOUISVILLE, KY.
Louisville Paper Co.
MILWAUKEE, WIS.
W. F. Nackle Paper Co.
MINNEAPOLIS, MINN.
Wilcox-Mosher-Leffholm Co.
MONTREAL, CANADA
McFarlane, Son & Hodgson
NEWARK, N. J.
J. E. Linde Paper Co.
NEW ORLEANS, LA.
D. B. Morris Paper Co.
NEW YORK CITY
H. P. Andrews Paper Co.
Bahrenburg & Co.
Clement & Stockwell, Inc.
J. E. Linde Paper Co.
White-Burbank Paper Co.
OAKLAND, CAL.
J. T. McDonald Co.
SPRINGFIELD, UTAH
Snowville Paper Co.
OMAHA, NEB.
Marshall Paper Co.
PATERSON, N. J.
Paterson Cd. & Paper Co.
PEORIA, ILL.
John C. Strelbach Co.
PHILADELPHIA, PA.
Garrett-Buchanan Co.
PITTSBURGH, PA.
Chatfield & Woods Co.
PROVIDENCE, R. I.
John Carter & Co.
PEEBLO, OREG.
The Colorado Paper Co.
RICHMOND, VA.
Anderson-Wilson Paper Co.
SAN ANSELMO, CAL.
Marin Paper Co.
SAN FRANCISCO, CAL.
Marin Paper Co.
Greene Paper Co.
SYRACUSE, N. Y.
J. & B. Garrett Co.
TORONTO, CANADA
Barber Ellis Co.
VANCOUVER, B. C.
Columbia Paper Co.
VICTORIA, B. C.
Columbia Paper Co.
WASHINGTON, D. C.
F. T. Parsons Paper Co.
WEST CARROLLTON, OHIO
American Envelope Co. (Env.)
WINNIPEG, CANADA
Barber Ellis Co.
ZANESVILLE, OHIO
State Paper Co.

N.Y. Office 280 Broadway Chicago Office 10 So. LaSalle St.

HOWARD BOND
WATERMARKED
The Nation's Business Paper



All the Distinctive
Blends and Colors of
the Rainbow ~ and
More ~ in Howard Bond

Compare it! Tear it! Test it! ~
and You Will Specify it!

Howard Ledger, Howard Laid Bond, Howard Envelopes



Off by The Howard Paper Co.
Urbana, Ohio.



Linotype Century Bold

36 Point

LINOTYPE Typography furn

30 Point

LINOTYPE Typography furnishes

24 Point

LINOTYPE Typography furnishes equip

18 Point

LINOTYPE Typography furnishes equipment that both

30 Point Italic

LINOTYPE Typography furnish

24 Point Italic

LINOTYPE Typography furnishes equi

18 Point Italic

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14 Point

LINOTYPE Typography furni
shes equipment that both guid
es and responds to design, MEE

12 Point

LINOTYPE Typography furnishes e
quipment that both guides and respo
nds to design, meeting every demand
that can be made on type. It SIMPL

10 Point

LINOTYPE Typography furnishes equip
ment that both guides and responds to de
sign, meeting every demand that can be m
ade on type. It simplifies the PRACTICE

8 Point

LINOTYPE Typography furnishes equipment that
both guides and responds to design, meeting every demand
that can be made on type. It simplifies the
practice of ambitious composition, and as an actual
part and result of that simplification GIVES THE

•TRADE **LINOTYPE** MARK•

MERGENTHALER LINOTYPE COMPANY

29 Ryerson Street, Brooklyn, N. Y.

SAN FRANCISCO

CHICAGO

NEW ORLEANS

CANADIAN LINOTYPE LIMITED, TORONTO

Agencies in the Principal Cities of the World



Radio! A few strands of wire, audion bulbs, batteries—and you lure from the ether, news, music, song, speech—a kaleidoscope of entertainment, and made audible.

Genius has trod on the heels of genius in bringing radio to popular usefulness. Hertz, in 1889, establishing the fact that ether was a transmitting agent; Marconi demonstrating a practical wireless telegraphy in 1897; Pupin applying the wireless principle to telephony; DeForest undergoing privation to make electricity popularly vocal.

Then in 1920, distance practically eliminated as a barrier to the practical transmission of the voice.

Is it beyond reason that a future day will see a commercial development by which Bradner Smith & Company, with an installation of selector systems, will receive at the radio desk an order from 500 miles away?

If that refinement of radio develops, this company will exhibit the same receptiveness to progress that has been a foremost house policy regarding all other outstanding steps in progress which have been recorded since 1852.

Bradner Smith & Company

333 South Desplaines Street
Chicago, Illinois

Printing Equipment

NEW

Chandler & Price Machinery
Hamilton Wood and Steel Furniture
Challenge Machinery
Lathan "Monitor" Machinery
Rouse Machinery and Specialties
Morrison Stitchers
Potter and Vandercook Proof Presses
Printing Materials
Complete Outfits

OVERHAULED

Modern Two-Revolution Presses
Automatic Presses
Cutting and Creasing Cylinders and
Flat Presses
All Styles and Sizes Jobbers, Stitchers,
Punches, Perforators, Folders, Proof
Presses, Paper Cutters, Outfits and
Miscellaneous Equipment.

Wanner Machinery Company

714-716 South Dearborn Street, Chicago

Special Sale

Complete Four-Miehle Plant,
Two Linotypes, 50-Inch Sey-
bold Cutter, Bindery, Com-
posing Room, Office, etc.

Located in Quincy, Ill.

Space, two floors and high base-
ment, 30,000 square feet. Cheap
rent. Ideal for Publishing Plant.

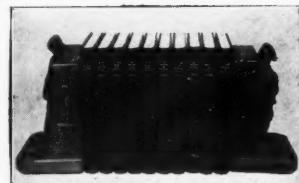
Bargain for Quick Sale



DeLuxe All-Steel Galley Cabinets for Storage Purposes

No. 200—Holds 100 8 $\frac{1}{2}$ x 13" Galleys; 4 tier; number \$36.00
strips opposite runs; finished in dark green enamel
No. 208—Same as the above, but holds 100 Pressed Steel Galleys 6 $\frac{1}{4}$ x 23 $\frac{1}{2}$ " \$50.00

CHICAGO METAL MFG. COMPANY
3724 S. ROCKWELL STREET
CHICAGO, ILL.

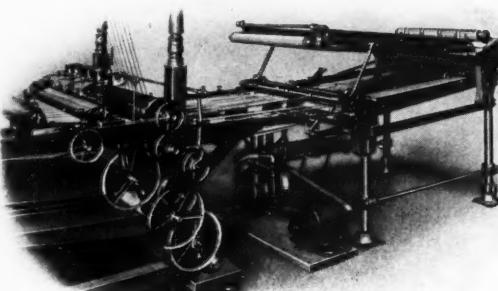


Books You Should Know About

THE Porte Library of Books for Printers may be bought one at a time if you wish—or any five on easy terms. Write today for descriptive catalogue. They form a worthwhile addition to any printer's library and are priceless for the young printer's instruction.



THE PORTE PUBLISHING CO.
Salt Lake City, Utah



HICKOK CONTINUOUS Non-Combing AUTOMATIC FEEDER

Especially designed for attachment to any makes of RULING MACHINES, CLEVELAND and other folders.

More positive in its action, has greater output and easier to make ready than any other feeder on the market.

10% to 15% saved in operating continuous feeder over the pile feeder on account of the ease in setting up and the further fact that it can be loaded while in operation.

Patents have been applied for, fully covering this style of feeder.

The W. O. Hickok Manufacturing Co.
Harrisburg, Pa., U. S. A.

Many of the World's Largest Advertisers
Come to Us for Their Pictorial Publicity

FINGER LAKES Assn. —for instance

THE natural beauty of the fascinating FINGER LAKES Region of New York State has been given wide publicity. This publicity has brought to this picturesque region hundreds of thousands of tourists who perhaps had never before known of its mystic charm. And three new State parks in the region have been secured.

The ITHACA ENGRAVING CO. prepares the pictorial publicity of the Finger Lakes Association. Ask us to send you a copy of the 1924 Finger Lakes Booklet just off the press.



ITHACA FALLS, ITHACA, N.Y.

ITHACA ENGRAVING COMPANY ITHACA, NEW YORK

"YOUR STORY IN PICTURE LEAVES NOTHING UNTOLD"

No Job Printing Department is
completely equipped with-
out at least one

Standard HIGH-SPEED AUTOMATIC JOB PRESS

The only automatic bed-and-platen job press on the market.

Over 50 per cent of our sales are
to repeat-order customers.

Comfortable terms to responsible
houses

WOOD & NATHAN CO.
Sole Selling Agent
521 West 23d Street, New York



A Better Bond at a Reasonable Price

THE high quality, reasonable price and wide range of colors, sizes and substances of SENTRY BOND, enable you to standardize your stationery stock and cut down the number of bonds you carry.

No more mixed stocks, broken lines, odds and ends and similar profit leaks, when you standardize on SENTRY BOND.

More important, it is a better bond at a reasonable price that will mean satisfied and "repeat" customers.

Sentry Bond

Lee Paper
Company



Vicksburg,
Michigan



Six Feet

from where your customer stands
is a spot that tells him
what kind of merchant you are!

A PAPER MERCHANT in Philadelphia recently said:

"One of the nice things about Columbian Clasp Envelopes is the way they are put up. They come in good, strong boxes that always reach us in nice shape.

"These boxes don't easily get torn or broken in handling or shipping, as frailer containers sometimes do. They keep the envelopes clean and fresh and dust-free.

"When a customer comes in for 50 or 100 Columbian Clasps, we don't have to step behind a partition and dust them off, as we sometimes must with poorly packaged goods.

"These clean, well-made boxes look well in the dealer's stock. They help along the atmosphere of quality and orderliness. I've never heard of anyone having to take a loss on Columbian Clasps because of deterioration in stock."

This merchant might have gone further and added that the boxes and

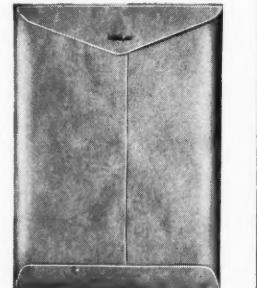
covers are strongly reinforced at each edge, and that on the heavier boxes, containing the larger sizes, a strong piece of linen around each edge is used for this purpose.

He might have said too that Columbian Clasp Envelopes are shipped to the jobber either in strong, new wooden cases or in corrugated cartons, as preferred.

These may appear at first glance to be minor details, but they are mighty important to the stationer, printer or paper merchant who sells envelopes, and cares about the way his stock and his store impress the public.

The good packing of Improved Columbian Clasp Envelopes is not a matter of chance or accident. It is one more evidence of the care and good material used in making the envelopes themselves.

Most people who use this type of envelope know Improved Columbian Clasps by name, and say they are the best merchandise envelopes made.



Improved COLUMBIAN CLASP ENVELOPES

are made in thirty-one useful sizes. Order from your jobber. If he hasn't them, write the United States Envelope Co., Springfield, Mass., and you will be put into touch with a nearby distributor. These manufacturing divisions of the United States Envelope Company are:

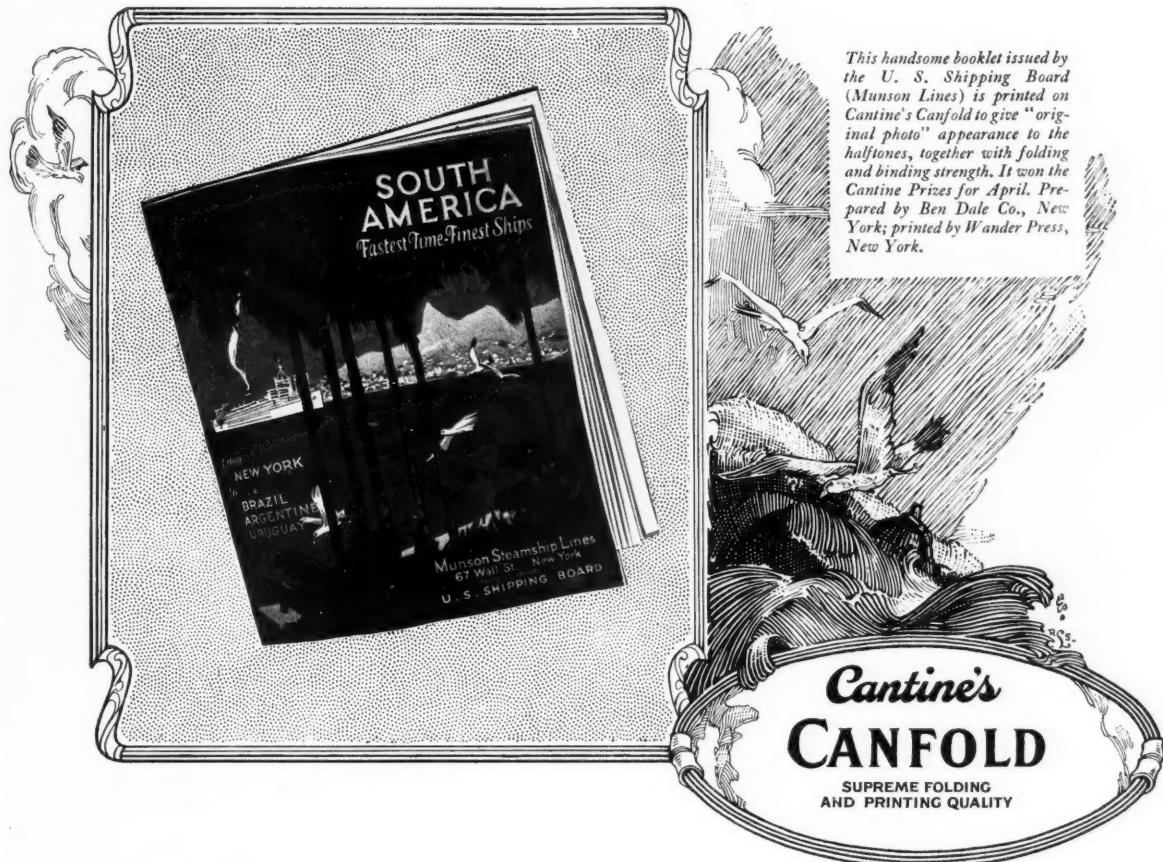
<i>Location</i>	<i>Division</i>
Worcester, Mass.	Worcester, Mass.
Logan, Swift & Brigham Env. Co.	Rockville, Conn., White, Corbin & Co.
Hartford, Conn., Plimpton Mfg. Co.	Springfield, Mass., Morgan Env. Co.
Springfield, Ill., Morgan Env. Co.	Springfield, Mass., P. P. Kellogg & Co.
Waukegan, Ill., Morgan Env. Co.	Worcester, Mass., Whitcomb Env. Co.
Springfield, Mass., P. P. Kellogg & Co.	Worcester, Mass., W. H. Hill Env. Co.
Worcester, Mass., Whitcomb Env. Co.	Indianapolis, Ind., Central States Env. Co.
Worcester, Mass., W. H. Hill Env. Co.	San Francisco, Cal., Pacific Coast Env. Co.
Indianapolis, Ind.	Philadelphia, Pa., Monarch Env. Co.



This Improved Columbian Clasp Envelope traveled 12,839 miles, equal to half the distance around the world, and reached its final destination in the good shape the photograph shows. It traveled from New York to San Francisco; from the Golden Gate to Boston; from the Hub it was forwarded to Los Angeles and it finally reached the addressee at Summit, New Jersey.

This much-traveled Columbian Clasp Envelope is the subject of a two-page advertisement in June issue. Many stationers and paper merchants will post a proof of this interesting story in their windows. It will stop lots of people who would otherwise pass by, and it will probably bring some inside to buy.

If you would like proofs to use this way, write the United States Envelope Co., Springfield, Mass., and they'll be sent you promptly.



ALWAYS make *your* printed matter sufficiently strong and attractive to accomplish the results desired.

Otherwise you will lose not only the amount spent in producing it, but the still larger sum spent in getting it into prospects' hands, to say nothing of profits lost from "sales that might have been."

Cantine's Coated Papers are made in five grades to meet all requirements of quality and price. Use them!

Send samples of all work you produce on Cantine's Papers to the Martin Cantine Co., Saugerties, N. Y. Cash prizes are awarded monthly for the best specimens. Sample book and particulars on request. Address Dept. 53.

Cantine's

COATED PAPERS

CANFOLD
SUPREME FOLDING
AND PRINTING QUALITY

ASHOKAN
NO 1 ENAMEL BOOK

ESOPUS
REGULAR
NO 2 ENAMEL BOOK

VELVETONE
SEMI-DULL - EASY TO PRINT

LITHO C.I.S.
COATED ONE SIDE

Makes Saw Filing Easy

WITH the Minute Saw Filer anybody in your plant can sharpen any trimmer saw in three minutes' time—accurately—true and round with teeth of uniform size.

The Minute Saw Filer files saws with or without trimmer holder. Positive locking device holds saw in filing position. Simple adjustment sets saws to file and permits repeated sharpening. Pawl is easily adjusted to saws with different-sized teeth.

Write for descriptive folder.

A. F. GEISINGER MFG. COMPANY
1033 Winnebago Street
MILWAUKEE, WIS.

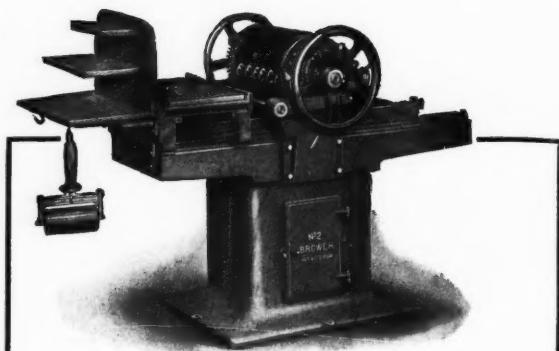
Patent Pending



Extensively used—positively guaranteed.

PRICE F. O. B.
MILWAUKEE

\$30



Press for Register Color Proofs

The No. 2 Standard B. B. B. Proof Press is built not only as perfectly as possible in its mechanism but it is built on scientifically correct principles—the exact principles that are embodied in the mechanism of the most successful of all cylinder presses. Our No. 2 press shown above, despite its ample weight and great strength, is surprisingly easy to operate. Ball bearings under the bed insure easy movement with the minimum of friction. Bed, 17 x 26 inches; Price, \$600.00.

We also manufacture the lighter weight presses listed below:

STANDARD "B. B. B." No. 0—Bed, 14 x 20 inches, \$230.00
STANDARD "B. B. B." No. 1—Bed, 14 x 26 inches, \$280.00

These ball-bearing presses give you clean, sharp proofs with the minimum of exertion—one color proofs of the highest quality.

Write for full particulars. Prices quoted are f. o. b. Chicago.

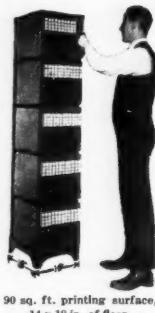
We employ no Traveling Representatives. For Sale by Leading Supply Dealers and by

A. T. H. BROWER COMPANY
166 WEST JACKSON ST., CHICAGO, ILL.

Lost: a Cut—Lost: a Temper Lost: a Customer

Start the Vertifile Way and Stop Losing

File or find any cut in a few seconds in
—Modern steel equipment beautifully
finished and made to—



90 sq. ft. printing surface,
14 x 18 in. of floor.

Store cuts vertically (the right way),
Save floor space,
Save time and "grief,"
Keep cuts clean,
Protect them from scratches, dirt,
warpage, fire, etc.
The sectional book-case idea, no
construction work necessary.

Begin now and add sections as you need
them—there is no limit to capacity.
Any intelligent boy or girl can be cut
keeper the Vertifile way.

Less in cost than a good plate lost.

The Vertifile

Harlo R. Grant & Co., 2322 Madison St., Chicago

Harlo R. Grant & Co.
2322 Madison St., Chicago

Kindly send information on the Vertifile for filing and finding cuts.

Attention of _____

Co.

Date _____

Address _____

Thousands of Printers are Making Money

With the DO-MORE Automatic Process Embosser
and Electro-Typo Embosser



Others are preparing to install these machines.

Effects similar in every way to embossed steel die and engraved plate work can be produced after a few hours practice, at a fraction of cost of engraving. Profits out of all proportion to investment. A new process for the money-making printer or stationer. Possibilities as great as your ambition and energy.

Write for
samples of work and
Booklet A.

AUTOMATIC PRINTING DEVICES CO.
95 Minna Street, San Francisco, Cal.

A. P. D. SALES CO., Inc., Eastern Representatives, 280 Broadway, New York



Manifold Linen

DEXSTAR MANIFOLD PAPER is not merely a second sheet. It is a high grade writing paper in tissue weight; designed for making multi carbon copies of important letters and documents.

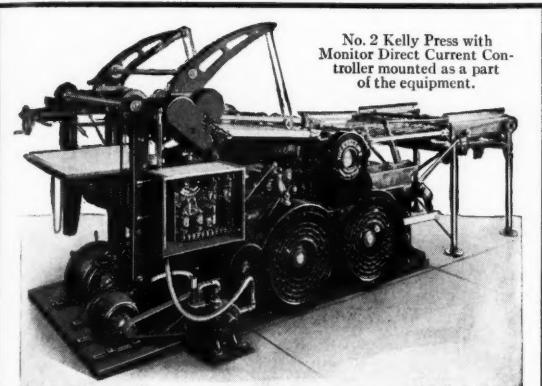
This paper has the strength and finish which can only be secured from a rag base. It is especially recommended for legal work, mailing lists and select wrapping requirements.

Tissue Papers

DEXSTAR TISSUE PAPERS are notable for their beautiful and permanent colors, which are used for various decorative purposes. Special white numbers in this line are made for wrapping silverware (anti-tarnish). Other items are used for a wide range of industrial requirements.

Write for Sample Book and Price Lists

C. H. DEXTER & SONS, INC.
WINDSOR LOCKS, CONN.



The Monitor System

IS USED ON ALL MODELS OF
KELLY PRESSES
Including the New No. 2 Model, as
STANDARD EQUIPMENT

THESE controllers, in both A.C. and D.C. Types, were specially designed for Kelly Presses and provide for push button start and stop, and full automatic stop in case of necessity.

The Monitor System—the original Just Press a Button System—is described and illustrated in Bulletin 1034. Ask for a copy.

Monitor Controller Company

500 E. Lombard St., Baltimore, Md.

New York Chicago Buffalo Detroit Pittsburgh Cleveland Boston
3920 Philadelphia St. Louis New Orleans Birmingham Cincinnati

Specify Dennison's GUMMED PAPER



— It's Re-order Insurance —

“GUMMED paper is only as good as its gumming”—that's why Dennison's Gummmed Papers are unexcelled. The Line includes three gummings which take care of every purpose.

FISH: Strongly adhesive. Especially suitable for use on uneven surfaces—rough woods, woolens, and cloth of all kinds.

DEXTRINE: An improved dextrine gumming. Good adhesive strength. Adapted for use on glass and other smooth surfaces.

NON-BLOCKING: The gumming we especially recommend for general label work because of its excellent adhesive quality, quickness of tack, and its non-blocking feature. Labels made from it will not have the annoying tendency to block or stick together. Look for this trade-mark.

NON-BLOCKING
REG. U. S. PAT. OFF.

to be sure you're getting
**Dennison's Non-Blocking
Gummed Paper**

The Dennison Line comprises a wide variety of white and colored papers.

Stocked by the leading Wholesale Paper Dealers.

Department 6 I. P.
DENNISON MANUFACTURING CO.,
Framingham, Massachusetts.

Please send me further information about Dennison Gummmed Papers, and tell me where I can get them.

Name.....

Street and No.....

City or Town..... State.....



IMAGINE the telephone company trying to "economize" by introducing cheap cables into the underground conduits! Consider the expenditure of time and money necessary to make repairs under such conditions.

The same principle applies to the use of inferior wood-pulp papers in making record books. The record book can be re-written, but at great and unnecessary cost, and the original is gone forever.

For all public record making WESTON'S LINEN RECORD Paper is vitally essential. It withstands the ravages of time.

Famous Weston Papers

WESTON LINEN RECORD: For municipal, county and state records. For the accounting of large corporations and financial institutions.

WESTON FLEXO LEDGER: For flat opening loose leaf ledgers. Made with a hinge in the paper.

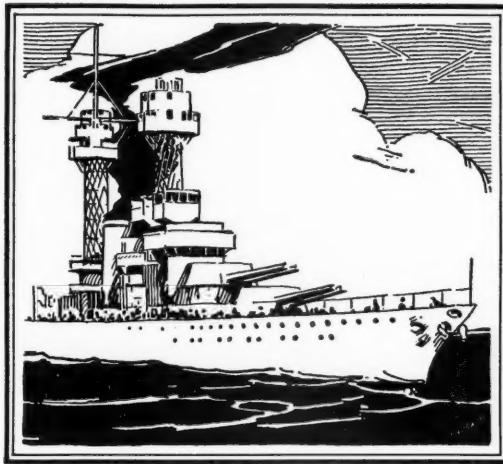
WESTON DEFIANCE BOND: For commercial correspondence. For policies, bonds, deeds and all documents necessitating printing and writing.

WESTON TYPOCOUNT: For the particular requirements developed by machine bookkeeping.

WAVERLY LEDGER: For general commercial requirements. A splendid writing and printing paper at a minimum price.

State Your Writing or Ledger Paper Needs and We Will Send You Interesting Exhibits for Test and Examination

BYRON WESTON COMPANY, Dalton, Mass.



DREADNAUGHT LINEN LEDGER: made of 100% of the highest grades of new white cotton rags in the pioneer air dried mill in America, is worthy of comparison with any grade of ledger sold. The most modern and highly efficient processes of manufacture permit us to pass on to the consumer a marked saving in cost resulting from economical production. Ask your paper merchant or write us for samples.

DREADNAUGHT *Linen Ledger*
Manufactured by GILBERT PAPER Co., Menasha, Wis.



Half-Tone Black

OUR Fine Half-Tone Black BK 131, is indispensable for the better grade of printing. It is adaptable for Cylinder, Kelly and Job Presses, sets and dries rapidly, enabling a quick back-up. It is one of the best buys on the market today. Have you tried it? Send for Sample.

*Have you received our June Blotter,
"It Takes Two to Make a Bargain"?*

TRIANGLE INK AND COLOR CO. INC.

MANUFACTURERS of FINE LITHO & PRINTING INKS for ALL Purposes

Main Office:
26-30 Front Street
Brooklyn, N.Y.



Service Office:
13 So. 3rd Street
St. Louis, Mo.

The McCain Feeder
Attached to Folding Machines
of all makes

Can be loaded while in operation.

Folder Production Depends Upon the Feeder

The finished product of the folder comes through no faster than the hand operator feeds. Eliminate unnecessary delays of hand feeding by equipping your folding machines with

The McCain Automatic Feeder

Production figures show that this device increases the efficiency of the folder from 15 to 35 per cent. Attachable to Cleveland, Hall, Anderson, also various sizes of Dexter and Brown Folding Machines. It also brings about maximum production on Burton and Rosback Rotary Perforators.

Write for Particulars.

McCain Bros. Manufacturing Company
29 South Clinton St., Chicago, Illinois

The Doyle Electric Sheet Heater

Patented

Prevents Offset Eliminates Static
Better Work—Faster Speed

Miehle Vertical, \$40 Kelly Press, \$40
Miller Feeder, \$32.50, \$35
Klymax Feeders, \$25

Saves the Price on One Job Where it Eliminates Slipsheets

Attaches to Your Ordinary Electric Light Socket
Simple • Economical • Durable • Effective

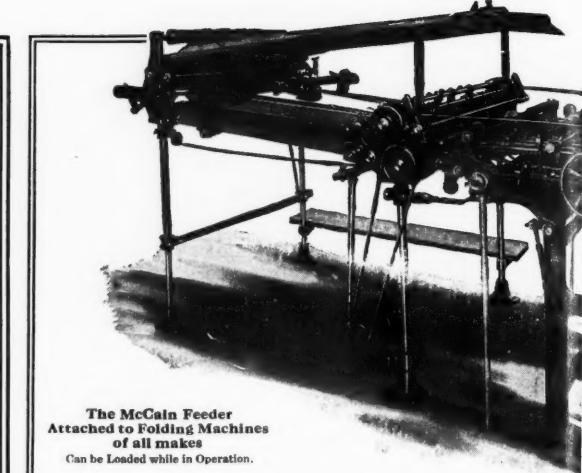
Also made in types for Cylinder and Rotary Presses
or any machinery requiring elimination of static
electricity or smudging and offsetting.

The J. E. DOYLE COMPANY
310 Lakeside Ave., N. W., Cleveland, O.

Also Manufacturers of

THE DOYLE VACUUM SHEET CLEANER
For removing dirt and lint from stock on long runs. Keeps ink clean and
eliminates wash-up.

THE DOYLE-ALLEN INK DISTRIBUTOR (Patented)
Cylinder Press distribution applied to Platen Presses.



The McCain Feeder
Attached to Folding Machines
of all makes

Can be loaded while in operation.

At Your Wits' End on Envelopes



—then try Western States. Don't you yet realize that we specialize on providing—usually out of stock—the troublesome odd sizes and shapes and difficult matches that are next to impossible to get from ordinary sources? Next time you are puzzled, call on us. If we can't produce from our 10 million ready-to-ship stock, we are square-shooters enough to tell you where you can get what you want if it's getable.

Our newest pricelist No. 26 (free) is the first step out of your envelope tangles.

The Western States Envelope Co.

South Water
from Clinton
to Ferry Sts.
Milwaukee
Wisconsin

BAUM HIGH DUTY FOLDER

The Fastest Selling Folder—WHY?

IT WILL PAY FOR ITSELF IN THREE WEEKS ACTUAL USE, as it is the closest price, quality built folder in the world.
IT FOLDS TO HAIRLINE ACCURACY—Even Wedding Invitations are being folded on it.
IT WILL "STAND THE GAFF" OF A BUSINESS LIFETIME—being unqualifiedly guaranteed for five years.
IT IS SO SIMPLE IN OPERATION that "Jimmie," the errand boy, can learn in fifteen minutes how to operate it.

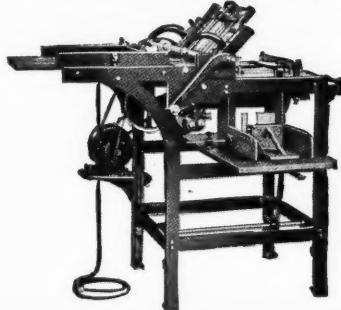
THE BAUM

Is so speedy that "Jimmie" can fold 6,000 sheets, 18,000 folds every hour.

LEARN FOR YOURSELF

Write or wire for Baum Representative or for information that will show you how to make your folding profitable.

RUSSELL ERNEST BAUM
35 So. Penn Square, Philadelphia, Pa.

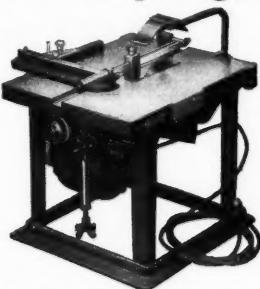


Will Cut Down Your Composing Room Costs

A staunch, sturdy, compact saw that will cut your rules, slugs and type, shave plates and bases, mortise electros and meet all the requirements of your composing room. Pays for itself quickly in time and money saved.

Boice-Crane Composing Room Saw

Complete with
1/3 H. P.
Motor
Only
\$135



Must
Satisfy
or
You
Do Not
Pay

Height 13 inches, top 13 x 16 inches. Complete with 1/3 h. p. ball-bearing motor, pica gauge, rip guide, cut-off guide, saw guard, two saws, wrench, cord, plug and switch. Attaches to any light socket.

Other Sizes and Prices. Write for Catalog.

W. B. & J. E. BOICE
1730 Norwood Avenue Dept. I. P. 5. Toledo, Ohio

STILLWATER WATERMARKED BOND



Not Only Letterheads—

but in addition, practically every administration and production form used in every business in your community—often hundreds of forms in a single business—are printed now on bond paper. You can save money for your customers, gain their good will, and business, by recommending that they standardize on Stillwater bond for every purpose for which bond paper is used.

Stillwater Bond is fine in appearance, strong, smooth of surface and even in texture. Yet, with that high quality, its price is low. That means a distinct saving for your customers. It is made in white and in a variety of useful shades, each with envelopes to match. And every sheet is watermarked.

Write today for the Stillwater portfolio. Also for free envelope stuffers ready for your imprint.

Manufactured by
THE PEERLESS PAPER CO.
DAYTON, OHIO





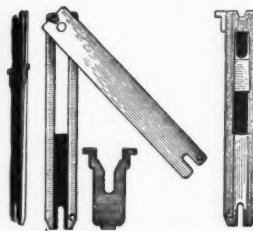
PICTURES HUNG IN MEMORY'S GALLERY

SOME pictures do more than create an immediate impression. If they have sufficient interest value, they are hung in the gallery of human memory. A passing suggestion will draw aside the curtain, and we again see the picture with our mind's eye. Let us illustrate your advertising with pictures that will have a prominent place in the mental gallery of your prospective customer.

CRESCENT ENGRAVING CO.
KALAMAZOO, MICHIGAN

A REVOLUTION IN SPACEBANDS

Price only
\$1.50
No higher
than the
old style



Bound to
replace the
old kind
in a short
time

The greatest improvement and money-saver for the linotype ever made. Eliminates all cleaning, which formerly was twice necessary in an 8-hour run to prevent the crushing of matrix walls. This space-band has a moving slide on both sides, making accumulating of metal impossible. Price only \$1.50, same as the old, although the cost of manufacturing is much greater. Orders will be filled in rotation, preference being given those accompanied by cash. After July 1 the price will be raised to \$1.75.

THE S-H SAW-TRIMMERS

Are the best in use and the prices the lowest. Write for circular and catalog of Linotype Supplies.

Schuyler - Hildman Saw-Trimmer and Linotype Supply Co.

160 North Wells Street, Chicago, Illinois

SPARTAN TYPE METALS



Contentment Is Priceless

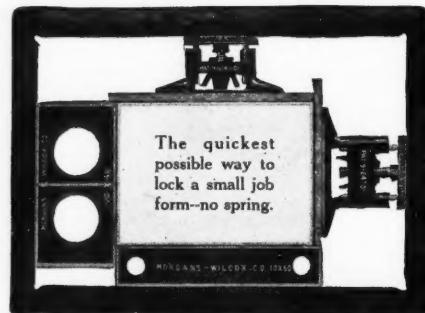
To be relieved of even a part of the usual worries of a business man is worth considering, especially when there is no extra cost. SPARTAN TYPE METALS are invariably lower in price than reliable competition—yet render greater service. But then, it is not what we say here, but what SPARTAN TYPE METAL will do in your plant that will prove the superiority of the product.

For
Linotype Typograph Ludlow
Monotype Stereotype Autoplate
Compositype

All Special Feed Bars.

MERCHANT & EVANS CO.
PHILADELPHIA
Since 1866

You Feel Secure!



When you put a form on a high-speed, automatically fed press you can let the machine run hour after hour without fear of trouble

If You Use the

M. & W. LOCK-UP

Shown in Cut

Note few pieces used. No wood or quoins and no spring.

Morgans & Wilcox Mfg. Co.
Middletown, New York

HYLOPLATE

for fine halftones and color work

*Forty-eight leading Paper
Merchants carry this
paper in standard
sizes and weights*

ATLANTA	LOUISVILLE
The Chatfield & Woods Co.	Southeastern Paper Co.
BUFFALO	MILWAUKEE
The Alling & Cory Co.	The E. A. Bouer Co.
BUTTE	MINNEAPOLIS
Minneapolis Paper Co.	Minneapolis Paper Co.
CHICAGO	NASHVILLE
Bradner Smith & Co.	Graham Paper Co.
Chicago Paper Co.	NEW ORLEANS
Parker Thomas & Tucker	Graham Paper Co.
Paper Co.	E. C. Palmer & Co., Ltd.
Swigart Paper Co.	NEW YORK CITY
CINCINNATI	The Canfield Paper Co.
The Chatfield & Woods Co.	OKLAHOMA CITY
CLEVELAND	Kansas City Paper House
The Petrequin Paper Co.	Western Newspaper Union
DALLAS	OMAHA
Graham Paper Co.	Carpenter Paper Co.
DENVER	Field-Hamilton-Smith Paper Co.
The Carter Rice & Carpenter	Western Paper Company
Paper Co.	PHILADELPHIA
Graham Paper Co.	The Canfield Paper Co.
DES MOINES	PITTSBURGH
Carpenter Paper Company of	The Chatfield & Woods Co.
Iowa	PUEBLO
Western Newspaper Union	Colorado Paper Co.
DETROIT	ROCHESTER
Beecher Peck & Lewis	The Alling & Cory Co.
EL PASO	SALT LAKE CITY
Graham Paper Co.	Western Newspaper Union
FARGO	SAN ANTONIO
Western Newspaper Union	San Antonio Paper Co.
INDIANAPOLIS	SAN FRANCISCO
Crescent Paper Co.	General Paper Co.
KANSAS CITY	SIOUX CITY
Graham Paper Co.	Western Newspaper Union
Kansas City Paper House	ST. LOUIS
LINCOLN	Graham Paper Co.
Lincoln Paper Co.	ST. PAUL
Western Newspaper Union	E. J. Stillwell Paper Co.
LITTLE ROCK	TOLEDO
Western Newspaper Union	The Commerce Paper Co.
LOS ANGELES	WICHITA
Western Pacific Paper Co.	Western Newspaper Union



EARLY all book papers in common use today contain a large percentage of Sulphite. Because sulphite fibres are long enough to overlap and interlace, they are used to make the foundation or framework of a sheet of paper. The small openings between these longer fibres are filled with various materials, depending on the method of manufacture. The best filler to produce a leveled-up, smooth printing surface that has as yet been put into practical use on a large scale is Kimberly-Clark Company's Bleached Refined Groundwood Pulp. When this material is used for a filler, in combination with good sulphite, the product is a printing paper that is very receptive to printing ink, and that has an even, level printing surface unexcelled outside of a clay coated sheet.

Sulphite has long fibres and strength, but is quite transparent. When bleached, it will not alone produce an opaque sheet of paper, but must have the addition of the proper filling material.

Bleached Refined Groundwood Pulp has replaced other filling materials in Kimberly-Clark Company's papers. To a greater degree than any other material used for the purpose, it has the two qualities requisite for a fine printing paper: great opacity and extreme fineness. The opaque quality of Bleached Refined Groundwood is inherent in the wood and is not removed in the process of manufacture, as is the case with most other fillers.

The fineness and softness of this pulp, as made in the Kimberly-Clark mills by the highly developed refining process, produces the extremely smooth printing surface of the finished sheet.

High speed halftone paper

HYLO ENGLISH FINISH

Please Mention THE INLAND PRINTER When Writing to Advertisers.

The Exclusive Rights for Cities and States

can now be bought for THE ELLIS NEW "SYSTEM" of DIEMAKING (patent allowed) for small type, cuts, and STEEL DIE EFFECTS produced on the fast printing presses.

It supersedes all powder processes for perfection and profit. It is real embossing and it takes an Expert to distinguish it from real steel die work. It works in conjunction with THE ELLIS "NEW METHOD" EMBOSSED AT SAME IMPRESSION.

Particulars from

WALTER J. ELLIS, Inventor and Patentee
140 West 38th Street
New York City



Wiggins Cards Keep Presses Busy

You can cut overhead costs to a minimum printing and selling Wiggins Patent Scored Cards in Wearwell Lever Binder Cases.

Printed all over the card, in making 50 per cent profits putting up business cards in this new attractive way. You can do the same.

The demand is already established for your products. Wiggins Cards hold cards firmly and keep them fresh and clean. Because Wearwell Cases do this more effectively and economically than any other form of case, they are instant receipts wherever presented. With Wiggins Cards

and Wearwell Cases there is no waste as cards detach with a smooth, straight edge and never rub and get torn. You can sell them in orders for other kinds of printing too.

Write today for samples and prices.

WIGGINS
Peerless
Book Form
CARDS

THE JOHN B. WIGGINS CO.

1101 S. Wabash Ave. CHICAGO 705 Peoples Gas Bldg.

Wiggins Patent Scored Cards—Wearwell Lever Binder Cases

Wilkes
TYPE METALS



WERE THE CHOICE of hundreds of highest grade printers during 1923. The list of users of Wilkes Metals looks like the Blue Book of the printing trades. Unequalled Purity, Uniformity and Low Working Temperatures have caused substantial reductions in metal charges with corresponding betterment of results. Send for Wilkes Type Primer and learn all the reasons why.

Cast Quality Face, Body and Plates

METALS REFINING COMPANY
CONVENIENT WAREHOUSES
QUICK DELIVERIES

HAMMOND, IND.

Save on Your Roller Bill

Noe-Equel

The National Cleaner and Type Wash

Toughens the outer surface, giving more weather resistance. Keeps the pores of the rollers open at all times. Prevents rollers sweating.

Does Not Harden or Crack the Rollers

Ask your dealer, or write

PRINT-AID COMPANY, Dayton, Ohio

GOSS

The Name That Stands for Speed, Dependability, Service

The Goss High-Speed "Straightline" Press
Used in the Largest Newspaper Plants in U.S.A. and Europe.

The Goss High-Speed "Unit Type" Press
Built with all Units on floor or with Units superimposed.

The Goss Rotary Magazine Printing and Folding Machine
Specially Designed for Catalogue and Magazine Work.

Goss Stereotype Machinery
A Complete Line for Casting and Finishing Flat or Curved Plates.

Descriptive literature cheerfully furnished.

THE GOSS PRINTING PRESS CO.

Main Office and Works:
1535 S. Paulina Street, Chicago

New York Office:
220 West 42d St. #

MOTORS
and
CONTROLLERS



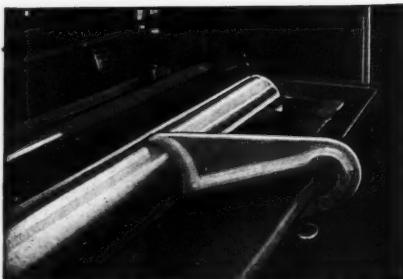
For Every Printing
Requirement

CLINE ELECTRIC MFG. CO.

CHICAGO

NEW YORK

The Page Fountain Divider



(PATENTED)
for
MIEHLE
OPTIMUS
KELLY
PREMIER
STERLING
and
HODGMAN
PRESSES
Price \$8.50
Per Pair
WRITE FOR
CIRCULAR

ROBERT R. PAGE, MANUFACTURER
225-227 EAST TWENTY-FOURTH ST. NEW YORK CITY

YOU DO NOT FIGURE ON POOR ELECTROTYPE

Then, why take chances with them?

You base your estimates on plates of good quality, and the excessive cost of make-ready and loss of running time in the pressroom occasioned by inferior, thin-shelled electrotypes may represent the difference between profit and loss to you. Command the skill, intelligence and careful workmanship of our efficient organization—give your pressroom a chance to equal in practice the anticipation of your estimator.

Dinse, Page & Company

725 S. La Salle St., Chicago

Tel. Harrison 7185

TIME IS YOUR MOST VALUABLE ASSET—DON'T WASTE IT

Cut the
Overhead!

Equip with
this
combination
Safety Can
and Brush
NOW!



Three-
Quarters of
the Benzine
Saved.

Five or Six
Operations
Reduced
to One.



Exact Size, $5\frac{1}{2} \times 3$ Price, complete, \$6.50 Capacity, 5-6 of a Pint
Brushes Replaced at Small Cost

Passes Inspection Everywhere as a Safety Can

Approved by the National Board of Fire Underwriters

SELF-FEEDING BRUSH CO.
143b Federal Street Boston, Massachusetts

Every Printer and Lithographer

Should have one of our

New Gummed Paper Sample Portfolios

It is free for the asking.

Mid-States Gummed Paper Company

2433 South Robey Street, Chicago

ROBERTS

Easy to Take Apart and Put Together

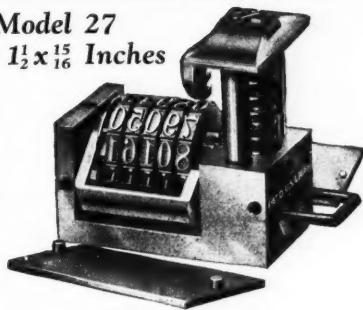
Just this one thing has won the preference of so many pressmen that we emphasize it for the benefit of others.

And there are seven other outstanding ROBERTS features, all given in our interesting folder, "Eight Points of Preference for the Pressman," sent on request.

ROBERTS Numbering Machines

Model 27

Size $1\frac{1}{2} \times 1\frac{15}{16}$ Inches



Type-High
Model 27
5 wheels

\$16.00

Nº 12345

Fac Simile Impression

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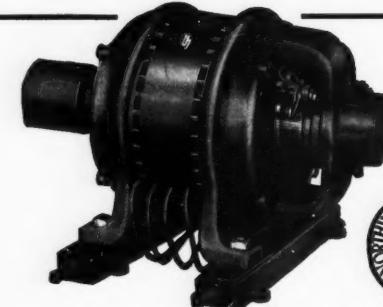
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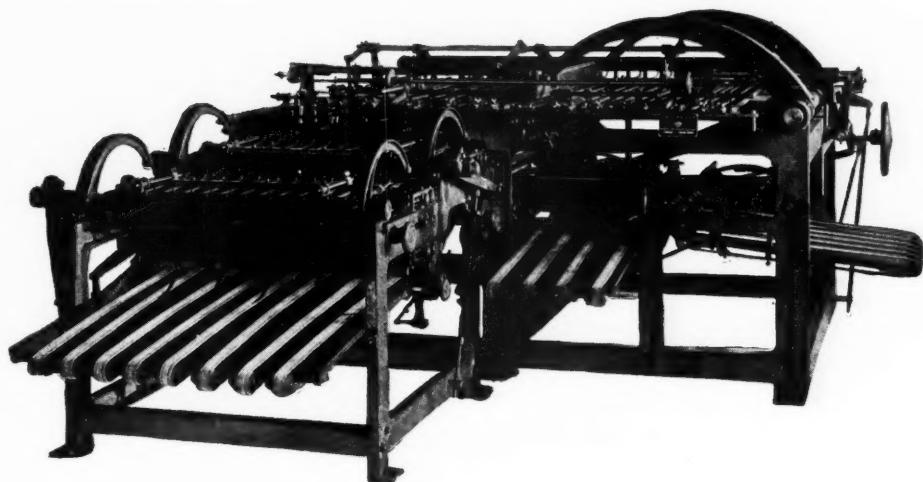
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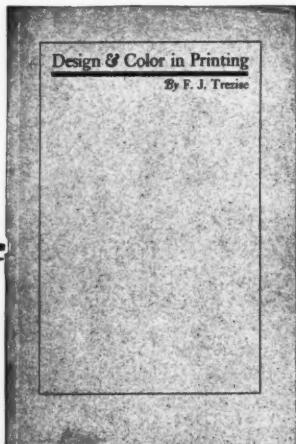
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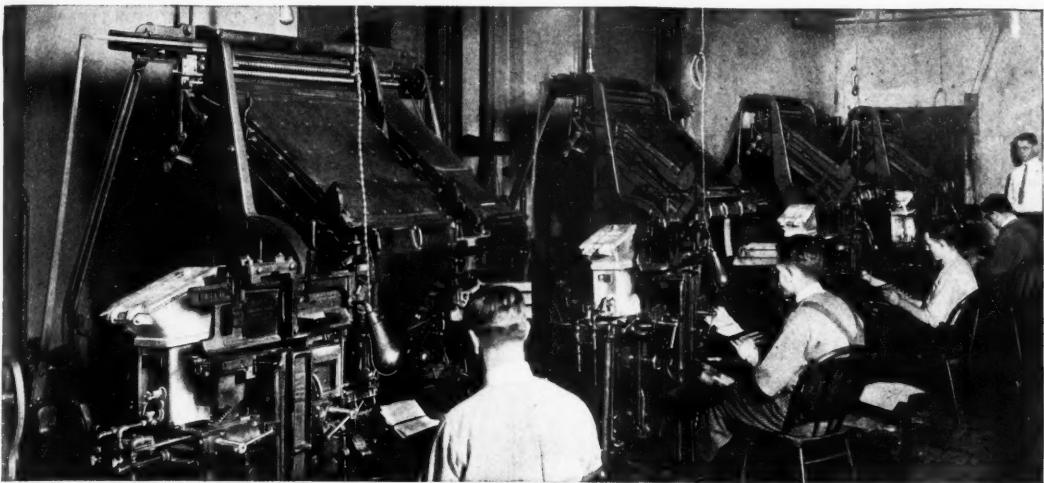
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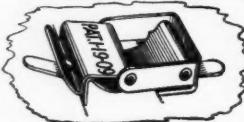
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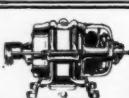
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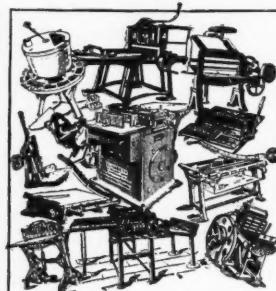
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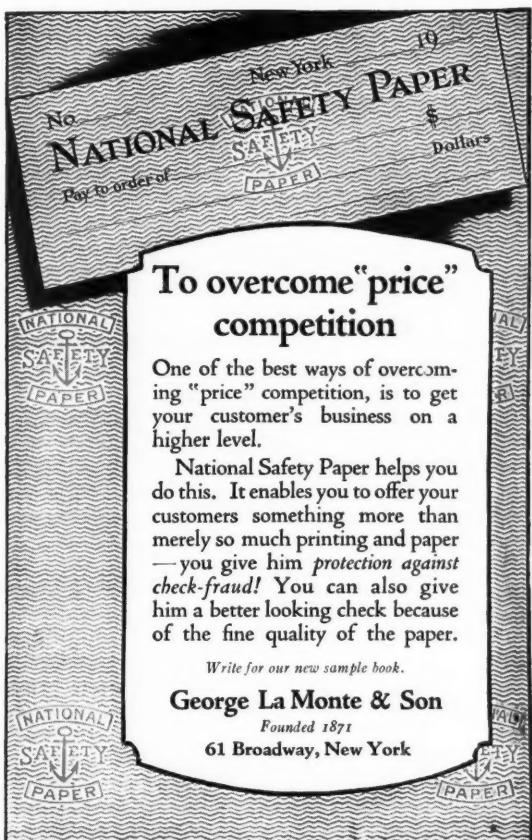
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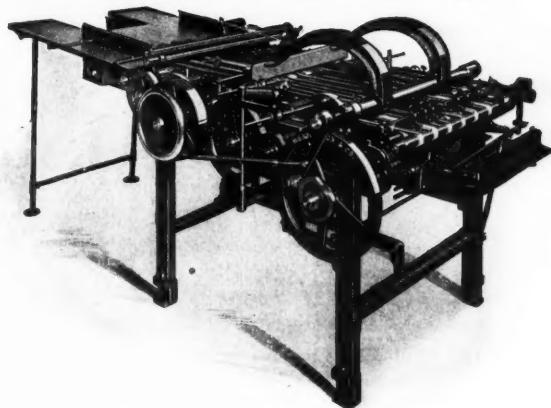
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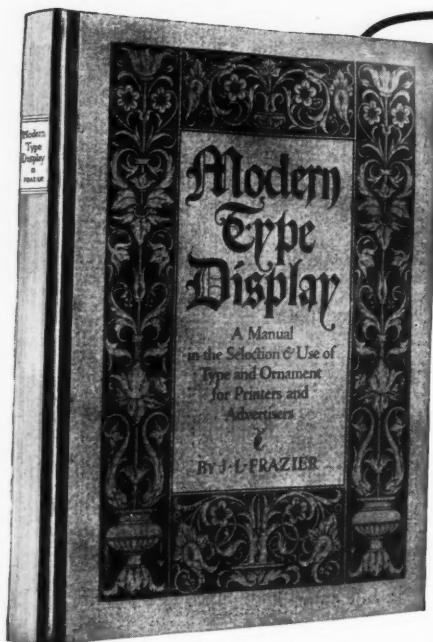


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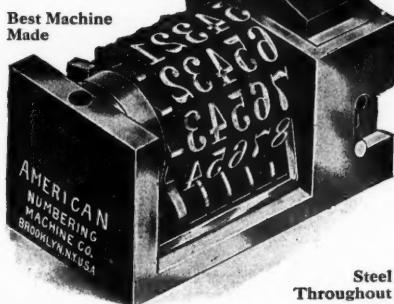
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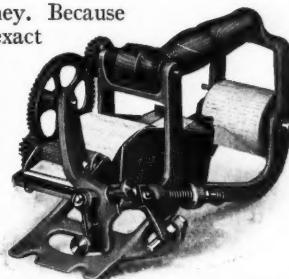
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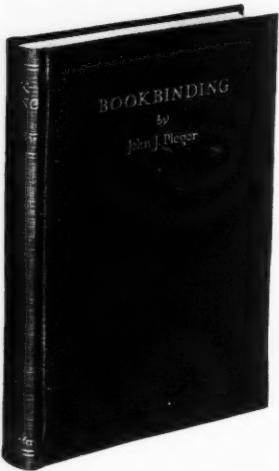
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So we ARE cooperating in every movement that will put advertising on a

higher plane and make it more efficient. Recently we conducted in the larger cities a six-months' course in Publishing and Advertising which was attended by over 1,000 employes of our various papers, and for which the students paid over \$60,000.00.

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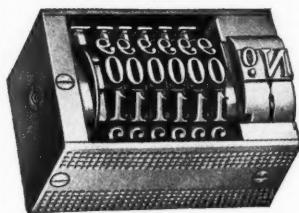
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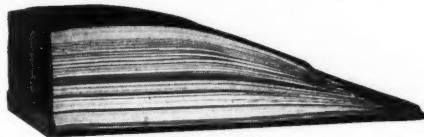


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THE INLAND PRINTER

*The Leading Business and Technical Journal of the World
in the Printing and Allied Industries*

Vol. 73, No. 3

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PROGRESSIVE publications belonging to the Audit Bureau of Circulations have adopted an open and "Above-Board" circulation policy. They lay before advertisers circulation facts that have been verified by experienced auditors.

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August 18 to 23, 1924

Conducted by the Milwaukee Club of Printing House Craftsmen
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Authorized by The International Association of Printing House Craftsmen.
To be held in the famous municipal Auditorium of the City of Milwaukee,
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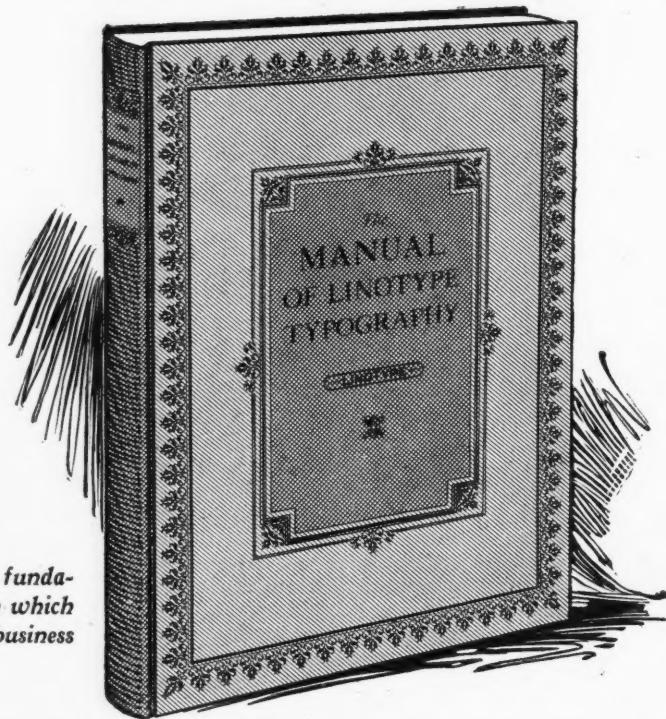
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